

About The Client:

The HiNote app is a communication tool available on the Apple App Store. It focuses on enhancing the personalization and style of digital communications. It allows users to send various customized messages that reflect their persona. The app is top-rated for its elegant designs and ease of use, making it a preferred choice for users looking to add a personal touch to their digital correspondence.

Client Goals:

- Foster a productive, cohesive team in their remote workspaces while aligned to HiNote's Purpose.
- Develop a Go-To market Growth Plan to optimize seed capital for the greatest ROI
- Integrate the app to Key Report metrics to track key HiNote User data
- Develop a multi-year financial model for investor growth capital.

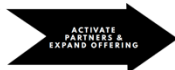
Architected Solutions:

- **Perfect "The Why":** Seek team input and refine a clear Mission and Vision Statement with Brand Operating Values. Outline time-bound goals with executable strategies, KPIs, Next steps, and DRIs (Directly Responsible Individuals) to promote accountability.
- **Go-To-Market:** Outline a two-year growth plan focusing on app user acquisition and retention metrics via defined strategies, the lead time to execute with budgetary parameters, and Risk/Reward factors (e.g., "Low Risk/High Reward.").
- **Metrics Dashboard:** Integrate a dynamic Google Looker Studio to all App Store metrics to track App user downloads by source with short retention targets and affiliate marketing partner tracking.
- **Financial Modeling:** Developed a three-year financial model that factored in tiers of paid app revenue, ad revenue, and affiliate marketer partnership revenue. Factor in growth and attrition cycles as App features are released to the User audience.

HINOTE GROWTH STRATEGY



REFINE DTC HUB FOR ACCESSING AND CUSTOMIZING PREMIUM HINOTES.
DEVELOP PAYWALL CAPABILITY AND TARGETED COMMUNICATION CAPABILITY FOR PREMIUM DIGITAL COMMUNICATION DROPS.
INTEGRATE ROBUST ANALYTICS INTO PLATFORM.
SECURE EXCLUSIVE RIGHTS TO TOP CREATOR'S DIGITAL COMMUNICATION TEMPLATE DEVELOPMENT AND DISTRIBUTION.



ACTIVATE DROP SCHEDULE WITH CREATOR PARTNERS DISTRIBUTED VIA HINOTE.
LAUNCH NEW MEDIA TYPES BEYOND TEXT (EMAIL, REACTIONS, STICKERS, STORIES, REELS, PRINT ON-DEMAND, ETC) TO EXTEND THE UTILITY OF EACH CREATOR'S DROP.
DEVELOP DISTRIBUTION PARTNERS WITH SCALED USER BASES WITH A NEED FOR PRODUCT DIFFERENTIATION OR INNOVATION.



LEVERAGE NEW DISTRIBUTION CHANNELS TO DRIVE INCREASED SCALE.
CROSS-SELL PRODUCTS BETWEEN CREATORS / DISTRIBUTION PARTNERS / HINOTE THAT HELPS EXPAND CREATIVE ASSORTMENTS
CLOSE LARGER PARTNERSHIPS THROUGH ADDITIONAL CREATIVE SERVICES AND INNOVATION IN MEDIA TYPES.

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HINOTE MISSION & SUMMARY

HINOTE REIMAGINES HOW WE REPRESENT AND BRING OURSELVES TO LIFE DIGITALLY IN THE AGE OF MOBILE LIVING — WHERE PERSONAL MESSAGING AND BRANDING ARE MORE IMPORTANT THAN EVER.

OUR DIFFERENTIATION LIES IN OUR EXCLUSIVE PARTNERSHIPS WITH CREATORS, INFLUENCERS AND BRANDS TO CREATE PREMIUM DIGITAL COMMUNICATION — SOLD ACROSS HINOTE AND MULTIPLE DISTRIBUTION PLATFORMS.

KPIs

800+ HINOTES PUBLISHED
50K UNIQUE INSTALLS
39% MONTHLY ACTIVE USERS
200K+ HINOTES SENT
30% MONTHLY OVER MONTH GROWTH
102% GROWTH IN LAST 60 DAYS
10K MOTHER'S DAY HINOTES SENT

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Key Takeaways:

1. Successfully implemented **Mission, Vision, and Brand Values Creed** that fostered team cohesiveness internally and with strategic marketing partners and key vendors.
2. A clear **Path-to-Market Plan** allowed for quick response time to alignment goals so the HiNote team could accelerate upward trending initiatives and cease campaigns without any clear ROI.
3. **Looker Studio** provided team members, strategic partners, and investors with clear visibility into the App's user base, frequency of usage, and specific content/categories, allowing the team to build new features based on cohort analysis.
4. **The multi-year financial model** allowed concise conversations with seed investors and specific capital partners.