

Final Branding Presentation

GDV SOURCE

Where We Came From

Discovery Meeting

- Immersion to **understand** the **GDVSOURCE business**.
- Reviewed and **identified** key issues hindering **GDVSOURCE**.
- Identified **opportunities** to address issues.

Defining Brand Direction

- **Framed** and presented opportunities to **clarify** business goals and direction.
- Gained alignment from **GDVSOURCE** on **new** brand **direction**.

Brand Foundation Strategy Sessions

- Analyzed **potential** factors around products descriptions and **benefits** to consumer.
- **Building** a brand eco-system.
- **Define** how we start to look at building **cohesive packages** for the products, training and software.

Critical Business Issue

GDVSOURCE had **fragmented positioning** and an **unclear** business model, brand strategy, brand architecture and communication hierarchy.

In order to better manage the needs of GDVSOURCE we had to **establish** a **cohesive** business model, strategy, architecture and user experience that we can execute against that meets the needs of the consumer.

The Goal

Drive a **common understanding & shared commitment** for employees of your company and consumers.

Our Process

We are **applying** all our **learnings** from all of our meetings and sessions with **GDVSOURCE** and **leveraging** those learnings to **build** a clear brand strategy, architecture, user experience and base for future development.

We have **distilled** and **defined** all that information and it will provide **GDVSOURCE** the most **promising pathways** for development.

Where We Are Now



Business Plan

What is the **foundation** and **plan** for the business.

The Plan

The Plan

- **Who** is GDVSOURCE?
- **What** is the business is GDVSOURCE in?
- Who is the GDVSOURCE **consumer** and **why**?
- What does GDVSOURCE **provide** and **how**?



Who & What

The Original Statement From Mary Milroy

GDVSOURCE is the **leading distribution company** of energy measurement electrophotonic imaging cameras, software and training **for (KTI) Kirlionics Technologies International.**

The primary focus of **GDVSOURCE** is to **sell** leading edge, affordable precision cameras and related software, training and accoutrements to medical professionals, researchers and healers **in the US and abroad for (KTI) Kirlionics Technologies.**

Why Not

GDVSOURCE is a **distribution company**?

Why does it matter if **GDVSOURCE** is the leading distribution company for (KTI) Kirlionics Technologies?

Who does this information benefit? **GDVSOURCE**, internal or external stakeholders?

What's In A Description

When you describe your company what should the statement tell me:

- **Who** is GDVSOURCE.
- **What** do you do.
- Who is **your consumer** and **the needs** you are trying to satisfy for that consumer.
- What and **how you differentiate** your business from others.
- How you will **fulfill that need**.

Company Description

GDVSOURCE is the leading **energy measurement company** that **provides** training, education and research as well as **distributes** electrophotonic imaging cameras, software and accoutrements **to** alternative medical professionals, researchers and healers in the **U.S and abroad**.

What Differentiates

GDVSOURCE is the leading energy measurement **source** and **community** for alternative medical professionals, researchers and healers to receive **online** and **face-to-face** precision energy measurement training, education, research, electrophotonic imaging cameras, software and accoutrements **globally**.

The Strategy

Our **plan for success** to achieve **defined goals** for execution.

Strategy For The Brand

Strategy For The Brand

- Objective
- Source and Building a Community
- Differentiation Points and Brand Attributes
- Market Analysis
- Target Consumer
- Opportunities for the brand
- Management Structure
- Competitive Landscape
- Brand Architecture
- Brand Promise



The Objective

Develop a brand strategy for **GDVSOURCE** that **delivers** the **intended meaning** of the brand promise to **drive clarity, recognizable consistency** and **meaningful differentiation** in order to nurture and grow the **GDVSOURCE** business.

The strategy should **reflect** and **clearly articulate** various platforms for for **GDVSOURCE** to **provide** a **community** environment **positioning GDVSOURCE as the source** through all touch-points for energy measurement training, products, education, software and research.

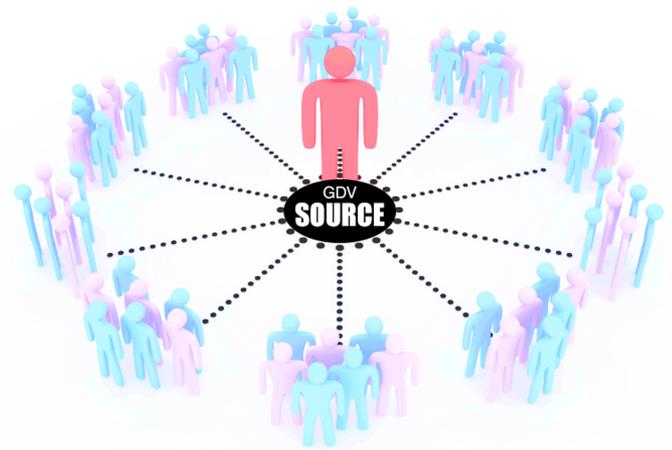
Source + Community

The Source

- Training
- Products
- Education
- Research
- Software

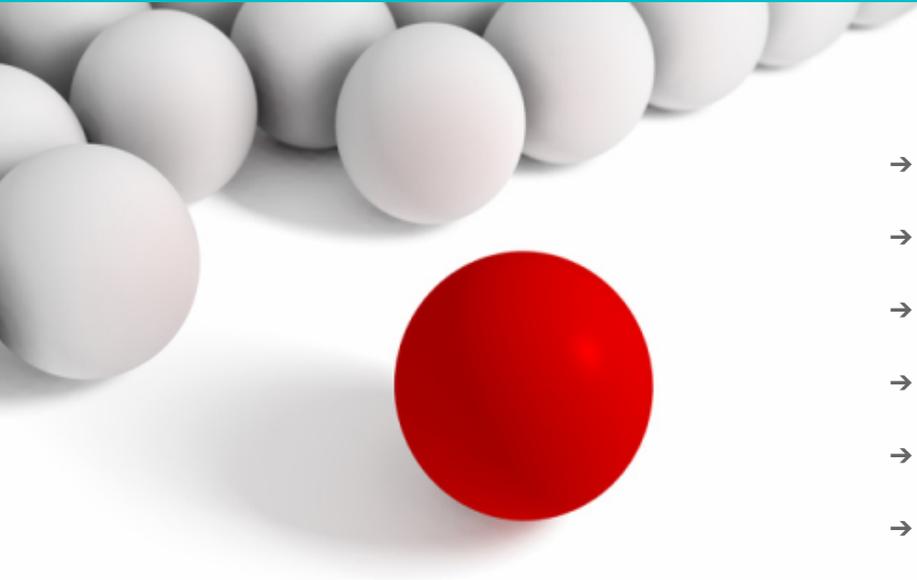
Building a Community

- Online Training, Education and Research
- Face-To-Face Training, Education and Research
- Web Site
- Social Media
- Conferences
- Speaking Engagements
- Trade Shows



COMMUNITY

Differentiation + Attributes



Differentiation

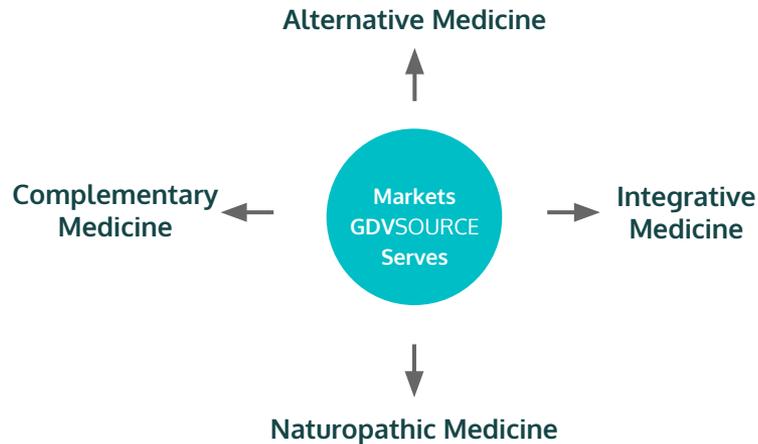
- Training
- Source
- Products
- Leader
- Community
- Face-to-Face
- Precision

Brand Attributes

- Effective
- Insightful
- Expert
- Collaborative
- Personal
- Trustworthy
- Credible
- Committed

Market Analysis

Markets You Serve



Markets You Serve

- **Alternative Medicine** - any of a range of medical therapies that are not regarded as orthodox by the medical profession
- **Naturopathic Medicine** - (sometimes called "**naturopathy**") is a distinct system of primary health care that emphasizes prevention and the self-healing process through the use of natural therapies.
- **Complementary Medicine** - any of a range of medical therapies that fall beyond the scope of scientific medicine but may be used alongside it in the treatment of disease and ill health.
- **Integrative Medicine** - brings patient and practitioner together in a dynamic partnership dedicated to optimizing the patient's health and healing.

Target Categories

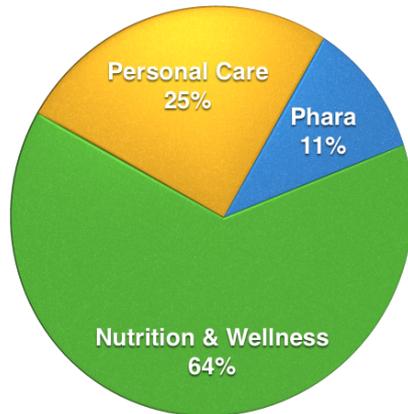
Over 100 Categories Exist Below Are A Few Target Categories

- Acupuncture
- Aromatherapy
- Ayurveda
- Bodywork
- CAM
- Colopuncture
- Chiropractic
- Alternative Medical Systems
- Energy Medicine
- Holism
- Prana
- Reiki
- Macrobiotics
- Herbalism
- Qi
- Naturopathy



Market Analysis

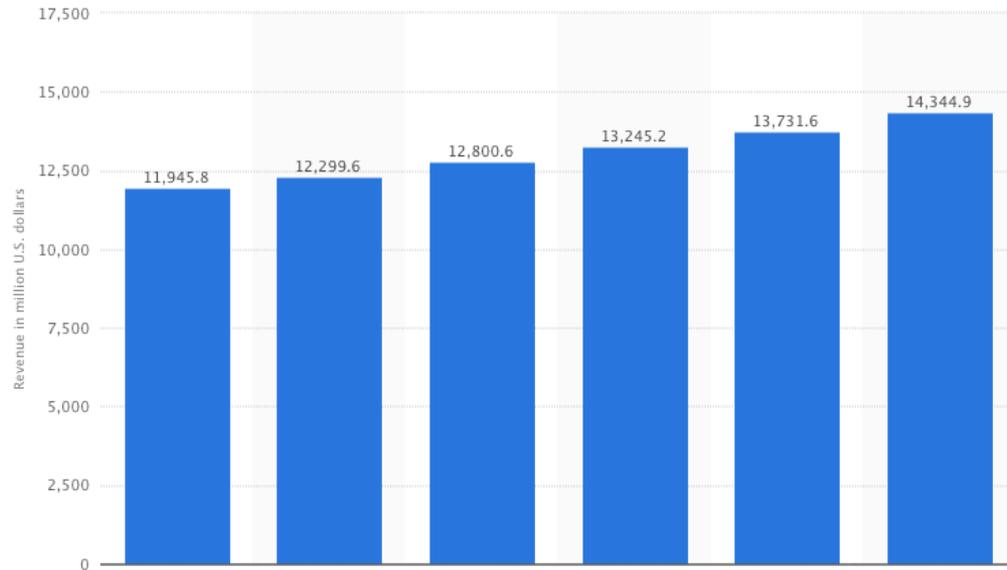
PricewaterhouseCoopers projects that the Personalized Medical Market in 2009 was worth **\$232 Billion** and since has shown growth at the rate of **11% annually**. Projected to be **\$452 Billion in 2015**.



- Core Diagnostic, Therapeutic Market, Pharmaceutical. Medical Device Diagnostics - **\$49 Billion**
- Nutrition & Wellness Market - **\$290+ Billion**
- Personalized Care Market- **\$113+ Billion**

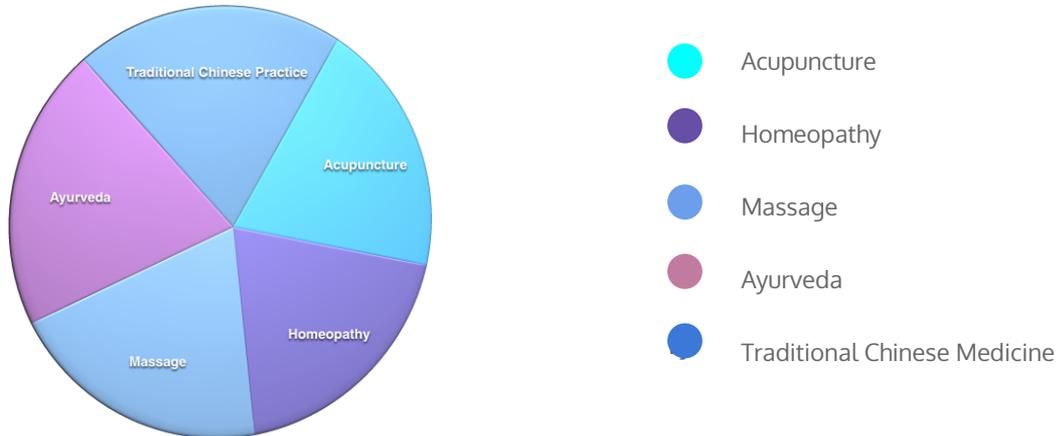
Market Analysis

**Projected alternative medicine industry revenue growth in the U.S. from 2011 to 2016
(in million U.S. dollars)**



Global Market

The global alternative medicine sector is **expected to reach close to \$115 billion by 2015**, according to Global Industry Analysts. Based on the trends in the following markets. Around **75% of the population in emerging nations** receive alternative medical healthcare.



Market Analysis

Americans reportedly are spending **\$34 billion annually**
on alternative medicine **protocols** and **products**.

* Source: National Health Statistics Report 18:
Costs of Complementary and Alternative Medicine (CAM)
and Frequency of Visits to CAM Practitioners: United States, 2007. 15 pp. (PHS) 2009 - 1250. July 30, 2009.

Market Analysis

In the **US 38% of adults** and **12% of children**
use some form of complementary medicine.

* Source: National Health Statistics Report 12:Complementary and Alternative Medicine Use Among Adults and Children: United States, 2007. 24 pp. (PHS) 2009 -1250. December 10, 2008. <http://www.cdc.gov/nchs/data/nhsr/nhsr012.pdf>.

Market Opportunities

Boomers + Insurance

Aging Baby Boomers Population is Feeding Wellness Industry.

The alternative medicine market is also benefiting from **changes in the insurance landscape**, with **more companies covering** complementary and alternative medical **care**.

Key Opportunities

Key Opportunities For Growth

- **Democratization of Wellness** for all ages, genders and economic groups.
- **Millennials** are more interested in spending money on wellness and differently than baby boomers.
- **Workplace Wellness** companies are building relationships with their employees and care more about their overall life balance.
- **More points of entry** consumers have more access to wellness services.
- **Building Trust & Authenticity** alleviating misconceptions and fears by building trust-- putting a human face on wellness and using inspiring language and evidence, not jargon, to support the benefits of wellness.
- **Health Food & Beverage** Sales of natural & organic food and beverages saw 85% growth from 2005-2009 to reach \$36.4 billion.
- **Health & Wellness** U.S. consumer sales of nutrition products grew 4.4% to \$108.3 billion in 2009. Despite the tough economic environment.
- **Natural Home & Personal Care** U.S. (non-consumable) natural products sales topped \$56.7 billion in 2009 showing 9.7% annual growth.
- **Sport Fitness** The \$19.5 billion U.S. health club market has shown steady growth with 6.8% revenue CAGR from 1994 to 2009; worldwide revenue estimated at \$67.2 billion.
- **Environment and Sustainable Products** The value of green building construction was up from \$10 billion in 2005 to \$36 billion in 2008, and is expected to triple by 2014.

Obstacles For Growth

Some Obstacles To Industry Growth

- Slack condition on regulations.
- Less extensive research.
- Developing methods in modern medicine.
- The degree of risk associated with alternative therapies

Which is why **continuous education** to customers (B2B) and consumers (B2C) about alternative methods is **so important**.



SWOT Analysis

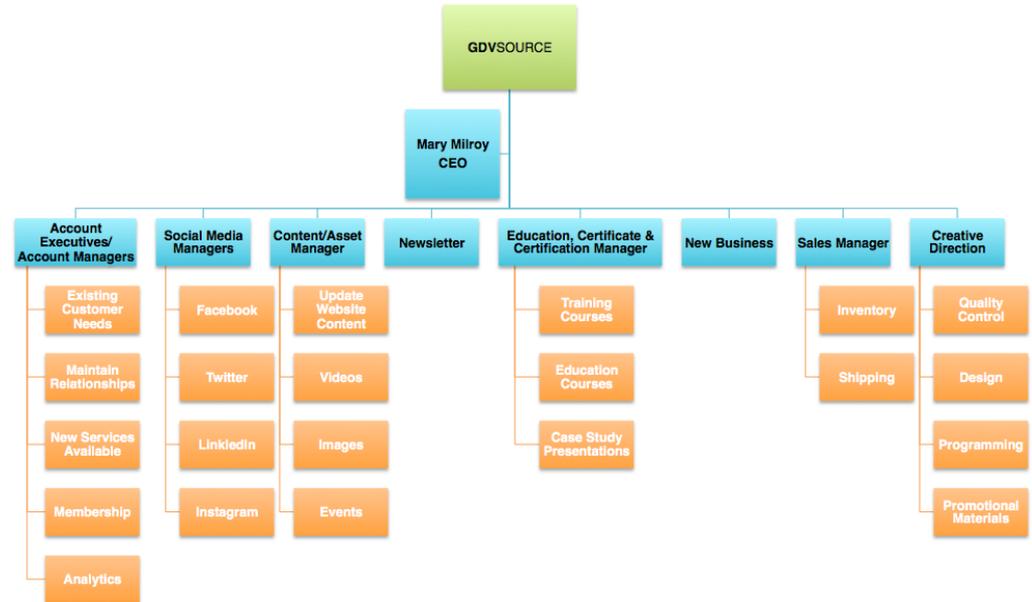


Business Structure

Organization + Management

One of the **most important parts** of running a **successful business** is that you have to **have a good management team**. You have to have your business **organized** in a way that your management team **can be most effective**.

This **has to happen** if your business is going **to be successful**.



Competitive Landscape

3 Competitors

Bio Well (Dr. Konstantin Korotkov)

Pros

- Clean navigation
- Easy on eyes
- Intuitive
- Informative
- Convenient
- Affordable option

Cons

- Impersonal website
- No info. about who is BioWell focus is product heavy
- Too many windows open during navigation through site
- No phone found on website

Geoffrey Riley (www.b-wellnow.net)

Pros

- Clean website
- Informative
- Pages open in same window on website
- Affordable option

Cons

- No online training
- Training is offered by an entirely different company and other site
- No onof. and Geoffrey Riley
- Feels like a low-budget bio-well site

Krishna Madappa (www.gdvusa.org)

Pros

- Easy on eyes
- Sells affordable and premium products for your price point
- Intuitive
- Q&A layout
- Shows passion and experience with visuals
- Clear breakdown of education and workshop as well and video links

Cons

- A lot of information ,wordy and - overwhelming
- Site feels dated
- Needs a search option for site
- Poor image quality on some photos

Competitive Landscape



GDVSOURCE **must support lifestyle , learning levels** and **build** the **GDVSOURCE community** since a majority of your competitors are impersonal.

This has to happen if your business is going to be successful.

Competitive Advantages

3 Competitive Advantages



Experience with the
technology
(world leader)



Ethical business
presence

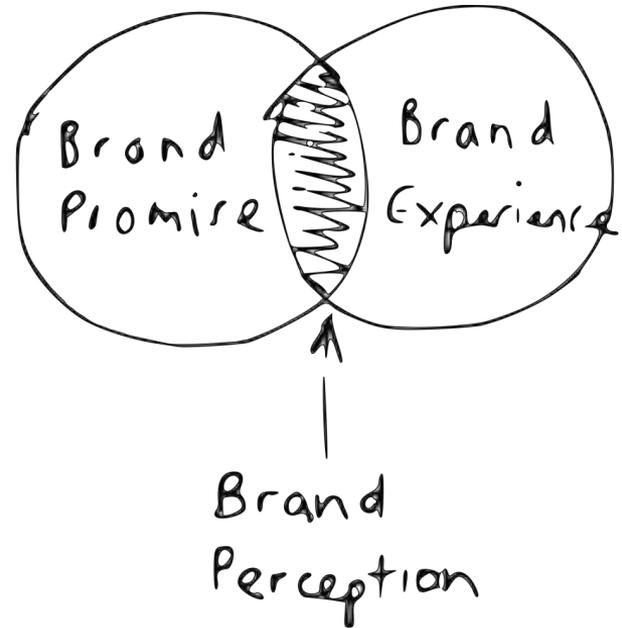


Willingness to keep
re-evaluating
ourselves

Brand Promise

Brand Promise

Lighting the way in energy measurement,
becoming the “source” and building relationships.



Next Steps

Create

Create and provide meaningful brand solutions.

Create

Deliver

Deliver brand **intent** through execution.

Your brand is **not your product, your logo, your website, or your name** which are communication tools and services offered. It's **what your customers perceive about you, and how you make them feel.**

Questions?