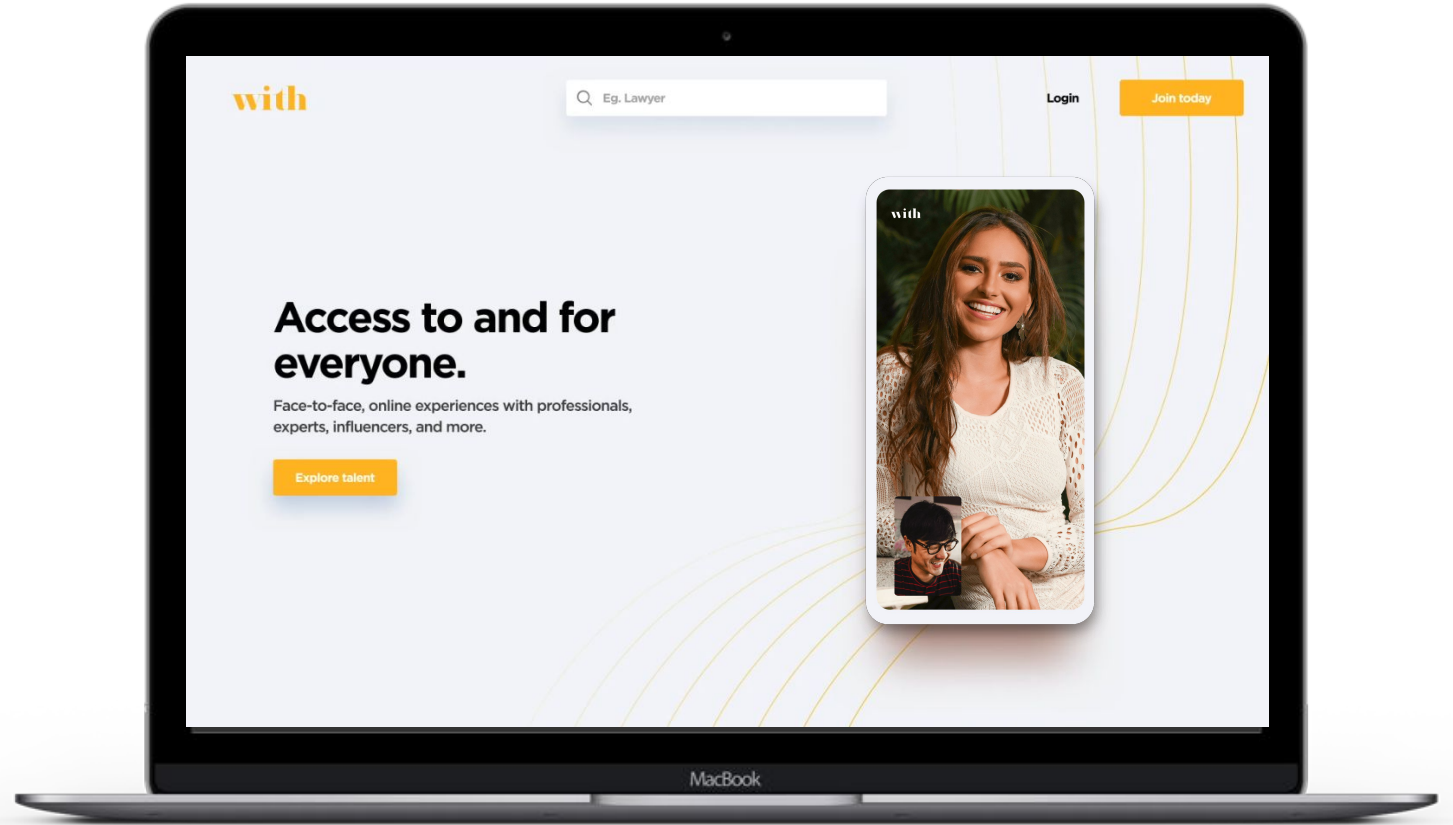


with

Access to and for everyone.

Meet With.

The only place where **anyone** can meet with **experts, influencers, creators, and more.**





Problem

Experts,  
influencers, and  
creators **don't have  
a reliable way to  
monetize their  
audiences.**

A following, a unique skill, or valuable knowledge  
doesn't guarantee income.

"Creators have complained... that they're  
earning **only a few dollars a day**, even if their  
videos **rack up tens of thousands or even  
hundreds of thousands of views.**" - [Wired](#)\*

"The core challenge for creators: they are  
essentially **modern sharecroppers, entirely at  
the mercy of the big platforms.**" - [Forbes](#)\*\*

\* Source: <https://www.wired.com/story/tiktok-creators-fund-revenue-sharing-complaints/>

\*\* Source: <https://www.forbes.com/sites/johnkoetsier/2020/11/18/youtube-will-now-show-ads-on-all-videos-even-if-creators-dont-want-them/?sh=4ecb33274913>

Solution

A platform  
where users  
can pay to talk  
with anyone.

With is a video-conferencing marketplace that lets you meet with all the people you never thought you could.

EXCLUSIVE ACCESS

Users find the individual they want to meet with via the With marketplace or the talent custom With URL.

AVAILABLE TO EVERYONE

Anyone can schedule, pay for, and meet with anyone else on the With platform.

Target Audience

# Who is With for? Anyone that's interesting.

Individuals with an avid following, a unique skill set, valuable knowledge, or proven experience can make money by meeting with eager customers.

## INFLUENCERS & CREATIVES

The people you want to have dinner with.

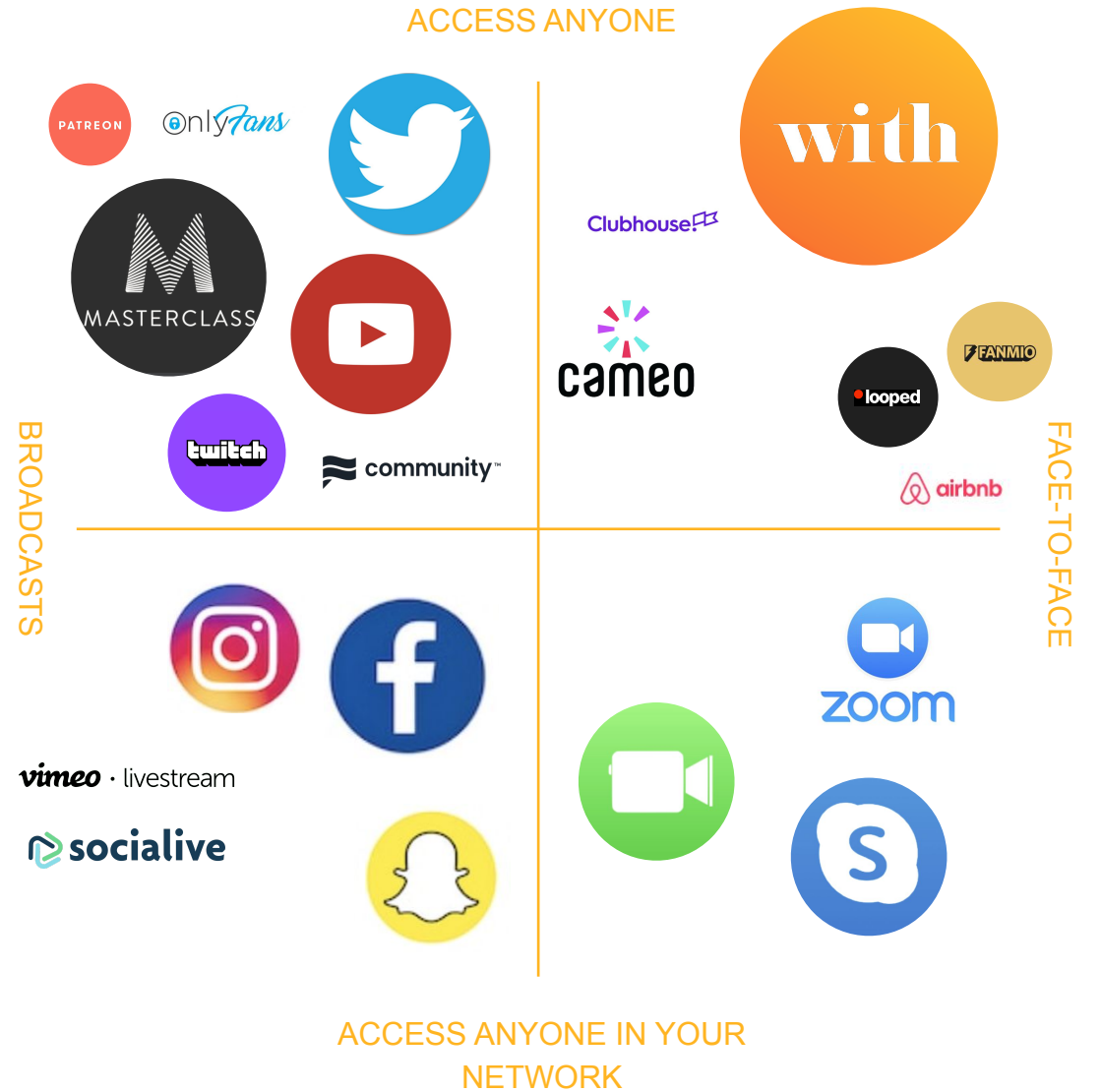
## EXPERTS & PROFESSIONALS

The people you want an answer from.

Competition

# This is Masterclass, Cameo, and Airbnb Online Experiences — democratized.

With lets anyone with value to share monetize their time by meeting face-to-face with their audience.



Our Brand Essence

# Access to and for everyone.

## **What is a brand essence?**

This our tagline. It's essentially what With is all about: access. This platform gives everyone the tools they need to share, connect, and experience anything with anyone in the world.





Value Proposition: Talent

Talk with all the people you never thought you could.

**What is a value proposition?**

This statement shows the value we provide to our audiences and describe exactly how we solve their problems

Value Pillars

# One-on-one connections.

Talk, learn, share, and connect — the possibilities are endless.

# With anyone.

Nobody is out of reach. Talk with influencers, professionals, celebrities, experts, and more.

# For everyone.

Use any device and connect from anywhere — no download required.

## **WHY VALUE PILLARS?**

These brand pillars support our value proposition and brand essence.

# Now, let's see it all together.

## **BRAND ESSENCE**

Access to and for everyone.

## **VALUE PROPOSITION**

Talk with all the people you never thought you could.

## **BRAND PILLARS**

### **Authentic connections.**

Talk, learn, share, and connect — the possibilities are endless.

### **With anyone.**

Nobody is out of reach. Talk with influencers, professionals, celebrities, experts, and more.

### **For everyone.**

Use any device and connect from anywhere — no download required.

# Where did this messaging come from?

With's mission statement and brand vision act as the underlying motivation for all our messaging.

## **MISSION STATEMENT**

To empower experts, influencers, and their audiences through authentic engagement.

## **BRAND VISION**

A world where anyone can connect with anyone else.

Brand Values

# This is who we are.

Brand values represent everything With cares about. Along with the mission statement and vision, brand values should affect everything With says and does.

**With is about access.**

Access to people we wouldn't normally meet.

**With gets people closer.**

Every connection should feel authentic.

**Connecting should be easy.**

With is a "turnkey" solution.

**Customers are talent, too.**

Everyone has something to share.

**Keep connections secure.**

The safety of our clients is one of our highest priorities.

**Time is our most valuable commodity.**

Everyone's time is valuable — especially when spent together.

Brand Story

## Connect.

Use With to connect with someone you couldn't have accessed before.

## Experience.

Learn, receive value, and/or experience something new.

## Host.

Now that you've experienced With, use the platform to share value and give others access to you.

### **What is a brand story?**

Our brand story represents the narrative we want our users to understand as they experience all of our messaging.



Single-minded Idea: Talent

# Get paid for being interesting.

## **What is a single-minded idea?**

In a phrase, this is everything this strategy is trying to convey. It's our north-star for this campaign.





Value Proposition: Talent

Seamless, one-on-one video calls with scheduling, payments, and privacy built right in.

**What is a value proposition?**

This statement shows the value we provide to our audiences and describe exactly how we solve their problems

Value Pillars

## Scheduling.

Share your calendar with your audience and let them choose a time that works for them.

## Payments.

Collect secure payments as you connect with fans, clients, students, and more. No external billing required.

## Privacy.

Make authentic connections with face-to-face video calls. All calls are recorded, safe, and secure.

### **Why value pillars?**

These brand pillars support our value proposition and brand essence.



Logo

with

with

with

with

**Just a wordmark.**

The word **with** is unique and powerful. It means so much in so few letters. With a name like this, a word is all we need.



Colors

FFB421

FE8907

FC6E04

FC6E04

**The With Spectrum**

From yellow to orange to another orange to red, With is for everyone.



Typography

# Headlines

Body copy.

## What font does With use?

With uses **Montserrat**. You can find it in pretty much any program your using. Just in case you can't, you can download it [here](#).

Name & Tagline

## With

In its written form, the “W” in With is capitalized and the rest is lower case.

## Access to and for everyone.

When used as a tagline, “Access to and for everyone.” should be written in sentence-case with a period at the end. If the phrase “access to and for everyone” is used in the middle of a sentence (not as a tagline), it does not need to be capitalized.

Personas

# Members

Anyone using the product to connect with talent. AKA the end-user.

# Talent

Celebrities, influencers, professionals, and experts using the product to connect with their audiences.

Most consumer-facing copy, unless it's only meant to be seen by talent, should be written with the end-user in mind. If we can capture the end-users' attention, we'll have no problem getting talent on board.



Personality

# How does With act?

A brand's voice stems from its personality. Various attributes of our persona are reflected in all our messaging.

## **Inspirational**

We help members and talent imagine the possibilities of connecting with each other.

## **Excited**

We aren't hesitant about sharing how it feels when a new member joins the family.

## **Self-aware**

With isn't afraid of poking fun at itself.

## **Inclusive**

With invites all types of customers and talent to connect through its service.

## **Confident**

We don't have to brag. We could, but we don't. With is the guy who knows everyone at the party, not the guy at the party who wants everyone to know he knows everyone at the party.

# How does With sound?

With's voice is an extension of its mission and values. With should sound unique and recognizable (voice), while being dynamic enough to adapt when speaking to different audiences (tone).

## **Voice**

With's voice is generally inviting, friendly, and casual.

Everything we say should inspire both users and talent to With and connect.

The language we use should be easy to understand. This isn't a research paper.

Our sentences should be clear and concise. Cut all the fluff.

## **Tone**

With's tones range from casual (when speaking in branded pieces), direct (when addressing talent or users in customer communications), and formal (when addressing business partners).

Above all, With is cool. After reading anything written by With, you should want to go grab a drink with the brand. That's not possible, but you

# What does with say?

A brand's voice stems from its personality. Various attributes of our persona are reflected in all our messaging.

## **talent**

Anyone who uses the service as a professional, instructor, or celebrity.

## **partner**

A company or organization that With works with to connect others.

## **affiliate**

Anyone who makes money sharing With with their network.

## **With session**

A video-based connection between two (or more) parties, using the With platform.

Headlines

# What does else With say?

Below are just some examples of how With talks, in case you were still wondering.

We open the door. You make the connection.

Connect with all the people you never thought you could.

Exclusive experiences, available for everyone.

Meet with anyone who's down to meet.

Nobody is out of reach.

Your circle just got a whole lot bigger.

Anyone should be able to meet with anyone else.

**with**