



# Branding

Brandthumb

We develop creative ways  
to solve business challenges.



# Who Are We?

The foundation of our brand is our logo, it's the face of the company. Our website, packaging and promotional materials – all of which should integrate our logo – communicate our brand promise and unique selling proposition.

The way we deliver on our promise to customers at all touchpoints ultimately determines the essence and value of our brand.



- No proprietary graphical treatment for equity
- No graphical foundation for storytelling
- Design lacks authority, – does not portray trust
- Colors and type treatment resemble food product
- Overall, the brand identity is not memorable



- A fresher, trustworthy image
- Storytelling foundations
- Displays proper personality and tone
- Feels authoritative and memorable
- Stands out amongst the competition

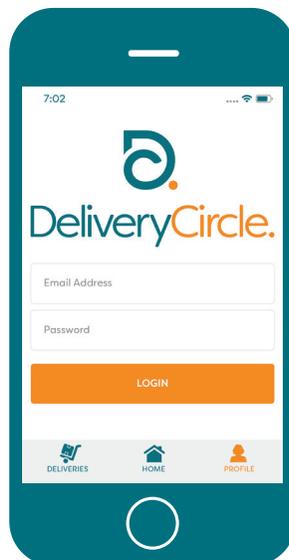
# Why We Matter

Businesses are looking for partners who understand **their** business and use that understanding to move **their** business forward.

## Key Brand Consumer Benefits Expression/Promise

We understand you. Hence, we provide customized solutions to meet your business needs.

- We work as an extension of our client's team
- We provide tools to build a local delivery network for same-day, last-mile delivery with omni-channel logistics capabilities and scalable, seamless, technology
- Decios (SaaS) platform enables quick implementation to increase delivery service levels and offer superior delivery service
- Decios enables shippers and drivers to connect for narrow pickup and delivery windows
- We reduce costs and create driver visibility



# Offering a Real Solution

Too many sales teams are focusing on price and features, when the focus needs to be on conversations about the distinctive value that we offer.

- Businesses come in all shapes and sizes with various needs
- Businesses' expertise in logistics ranges drastically (we fill those gaps)
- Their core competencies are outside of delivery management (we're experts)

*Partnerships fail because each party did not clearly understand the other's core objectives or challenges.*

## Value Proposition

DC focuses on relationships first by committing to fostering and maintaining a beneficial client partnership. We go beyond shipping. By understanding your business holistically to develop the right tools, at the right scale and for the right costs, we provide a full circle of value.



# Brand Positioning

For wholesalers, franchisees and 3PL's looking for customized delivery solutions, DeliveryCircle is a logistics services organization that helps companies deliver their items inexpensively, on a flexible schedule and with minimal managerial time. Unlike our competitors, DeliveryCircle weaves itself into the businesses of their clients then leverages their comprehensive logistical tools and service to provide them with extraordinary convenience that, ultimately, reduces costs.

## What does DeliveryCircle do?

Helps companies deliver their items inexpensively, on a flexible schedule and with minimal managerial time.

## How does DeliveryCircle do that?

Weaves itself into the businesses of their clients then leverages their comprehensive logistical tools and service to provide them with extraordinary convenience that, ultimately, reduces costs.

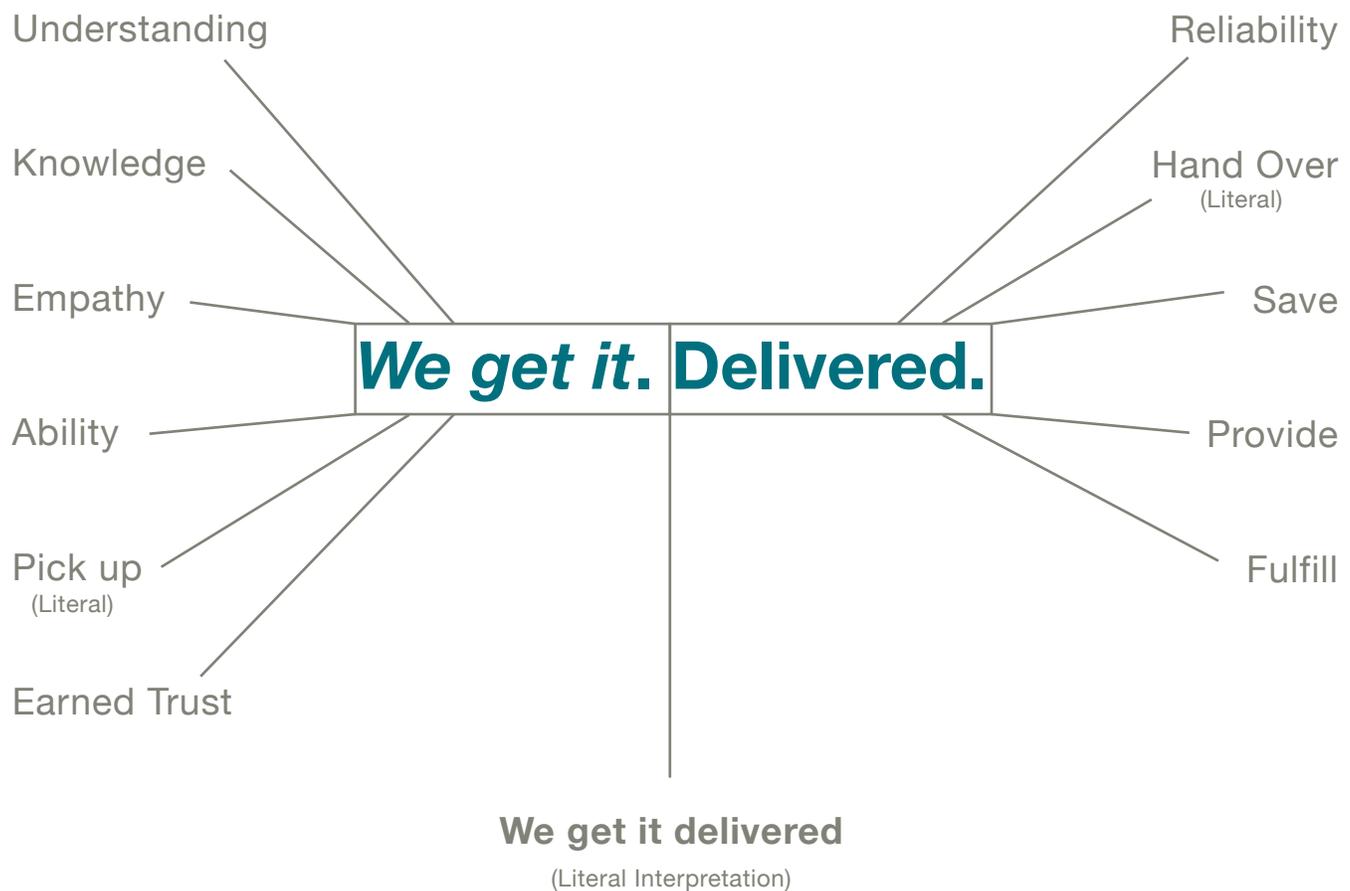
- **Empathy**
- **Convenience**
- **Customized Tools and Approach**
- **Reduced costs**



# Communication Platform Tagline

A memorable, meaningful and concise statement that captures the essence of our brand.

The phrase **We get it** is emotional, relays compassion and an understanding of the challenges of client businesses. Collectively, the phrase has multiple meanings.



# Defining Our Brand

Defining our brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It is important that every stakeholder is aware of our brand attributes.

## Our Pledge.

**We** work closely with our clients to provide them with unique, customized solutions that meet their needs.

**We** seek to understand our clients vision. We seek to understand their short-term and long-term goals as well as their value proposition to appreciate how their business fits into the world.

**We** work for them. We recognize that their business comes first. When they succeed, we succeed.

**We** demonstrate our skills and expertise. If they could do it themselves, they probably would. However, they hired us because there are gaps in their knowledge, time, capabilities or all of the above to get delivery done. We'll ensure to bring our A-Game to close the gaps in their business operations.

**We** understand that their commitment to us is our business. Our reputation and process are our competitive advantages. They chose us, to use all of our capabilities to “deliver” for them and their business.

**We** have the hard talks about money. We don't want our partners to spend a penny more than they need to. Still, we want to be transparent and gain an understanding of their unique challenges. Then we'll address the cost involved in overcoming those individual challenges.

**We** have a long-term plan. We want to navigate the transition from leading their dynamic company into one that grows into an even bigger player. Our model is scalable so that our partnership and businesses can thrive.

**We** get it. **Delivered.**



# Consistency at All Touchpoints

Now that we've defined the brand, we'll need to get the word out. Consistent, strategic branding leads to strong brand equity, which means that added value brought to our company's products and services allows us to charge more for our brand than what identical, unbranded products or services might demand.

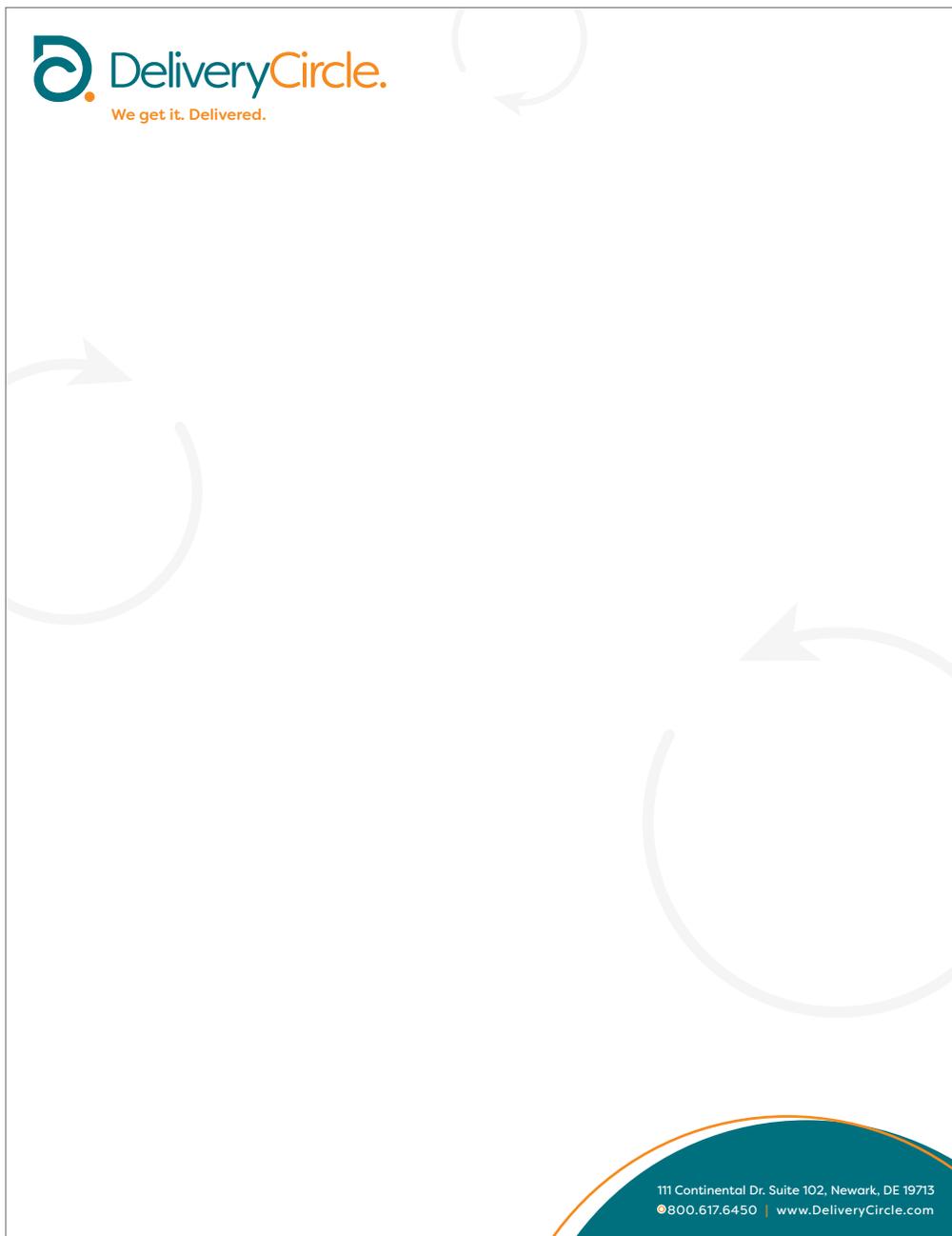
- Integrating your brand extends to every aspect of your business – how you answer your phones, what you or your salespeople wear on sales calls, your e-mail signature, marketing, everything.

**Dan Glover**  
Chief Revenue Officer

610 816 8959  
dglover@deliverycircle.com  
www.DeliveryCircle.com



## Consistency at All Touchpoints



# Educating Prospective Clients - Sales Materials

## Offering Real Customized Solutions

DeliveryCircle delivers inexpensively, on a flexible schedule and with minimal managerial time.

Our comprehensive logistical tools and service provides you with extraordinary convenience that, ultimately, reduce costs.

We focus on you and your customers **FIRST**

### SaaS Only Solutions

- Manage your fleet with our scalable software solutions
- Real-time visibility of your fleets and dashboard view of your clients
- Centralize management of local delivery resources and activities
- Streamline courier operations and control spend
- Self-manage cost, quality and reach your goals with minimal effort

### Operations and Software Combo Solutions

- Turn-key access to local delivery service and customizable experiences with Decios technology provides comprehensive solutions to large and medium enterprises and SMBs
- National and local companies use our platform to roll out new customer delivery options; ASAP, AM/PM, same-day, scheduled, two-man, and other customized programs that are all best served by local delivery
- Enables companies to provide the most timely and responsive customer experience available, so they can thrive and grow in the face of the "Amazon Effect"

### Disrupting Traditional Last-mile Logistics

We provide a full circle of value by understanding your business historically and then developing the right tools, at the right scale and for the right costs.

- Flexible and affordable same day delivery options
- Tailored solutions for efficiency
- Protect client brands with an elite level of service

#### Pre-Negotiated Pricing & Billing

One Click Scheduling

Instant Driver Commitment

Delivery Complete & System Updated

Know When Customer Has Received Order

©2019 DeliveryCircle

## Grow Your Business with Visibility, Expediency, Consistency and Flexibility

### 1 Customized Solutions

**We dig deep to find the client's delivery challenges**

- Customize a plan with tech and operational tools that drive customer-facing solutions

**Our new SaaS platform, Decios**

- Uses unique mathematical and real-time location information
- Mitigate challenges such as construction, traffic & weather
- Can be integrated with your client's own CRM requirements for a seamless workflow
- No Integration or monthly costs

### 2 Seamless Customer Experience

**We make the complex easy for you and your customers**

- Human resources management
- Security screening
- Vehicle match (car, van, truck)
- Preferred driver pooling
- 3PL special operating procedures
- Supply & demand scheduling
- Operational routing optimization
- Logistics track & trace
- Driver pool ranking/prioritization by customer
- Dashboard visibility
- Auto-report, data analytics

### 3 Maximize Return On Investment

**Avoid core competency distraction**

- Running your business vs. running a logistics business

**Eliminate high costs and low efficiency**

- Variable demand means poor utilization of a delivery staff and assets

**Conserve management time**

- Sensitive scheduling of customers, hiring drivers, resolving issues

**Extend your local delivery service area**

- By utilizing a distributed logistics model customers can maximize same day last-mile addressable market service area

**CONTACT**  
**Vijaya Rao**  
 FOUNDER & CEO  
 614.395.2385  
 Vijaya@DeliveryCircle.com  
 www.DeliveryCircle.com

We get it. Delivered.

©2019 DeliveryCircle

Grow your business with visibility, expediency, consistency and flexibility

### Our Products, Services and Customization

#### 1 SaaS Only

- Our Decios SaaS platform
- Your "ten-hour" driver operations

#### 2 SaaS + Operations

- Customized turnkey solution
- Our Decios SaaS platform
- Our operations support
- Drivers
- Dispatch

© DeliveryCircle

### Our Products, Services and Customization

Various delivery strategies address all customer experience expectations and desires

Delivery Type Strategies	DELIVER NOW On Demand	DELIVER BETWEEN Same/Next Day	DELIVER BY Range
Effect	Customer Friendly	Logistically Friendly	Universally Friendly
Delivery Window	Under 60 Min	9-11 am, 3-5 pm	Tomorrow Before 4 pm
Goal	Instant Gratification Enhanced Experience	Customer Choice and Flexibility	Control Costs and Expectations
Last-mile Cost	High	Medium	Low

© DeliveryCircle

### Proven results. Delivered.

- Customers love the experience; Business Partners love the results.
- Proactivity - we get ahead of last mile challenges to avoid issues
- Follow through for swift, effective and complete resolution
- Communication throughout the process

99%

On Time Performance

99%

Driver Compliance Rate

45%

Last Mile Cost Reduction

\*Cost reduction achieved through optimized routes and consolidating volumes

© DeliveryCircle

### Next Steps

**We'll get it. Discovery.**

- We'll perform a deep dive into your business to understand your needs

**We get it. Demo.**

- We'll develop a system of tools and operations solutions
- We'll show you how it all works and how it can make a positive impact on your business

**We got it. Launch.**

- We'll guide you step by step throughout the process to ensure a seamless launch and logistics experience

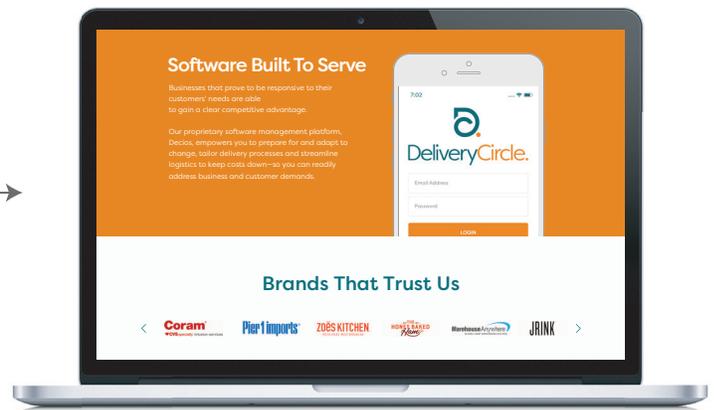
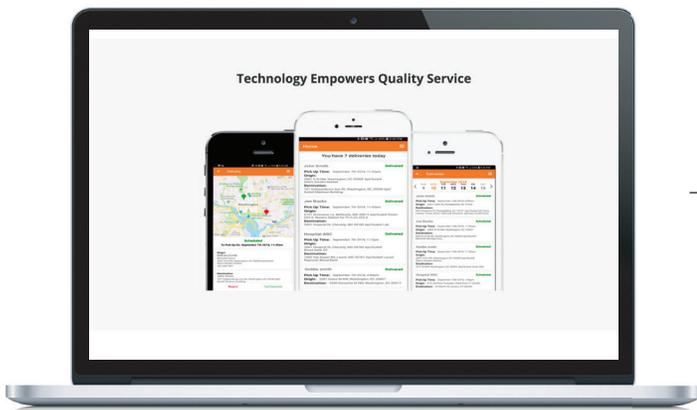
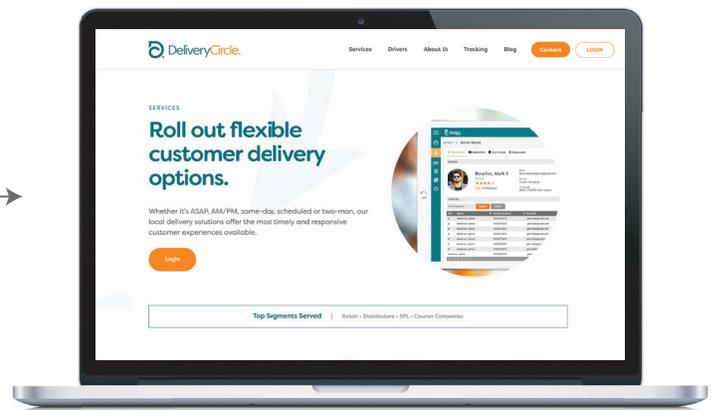
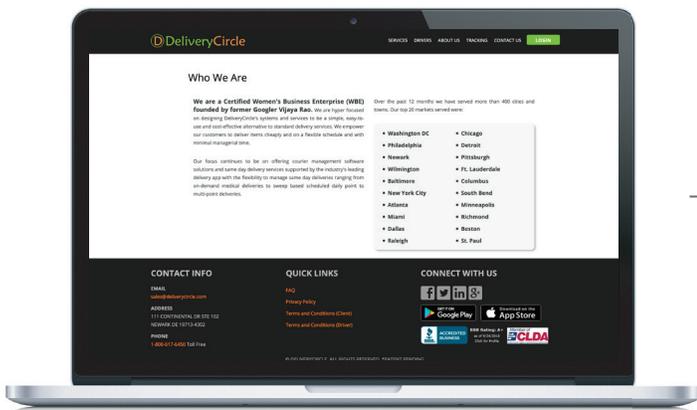
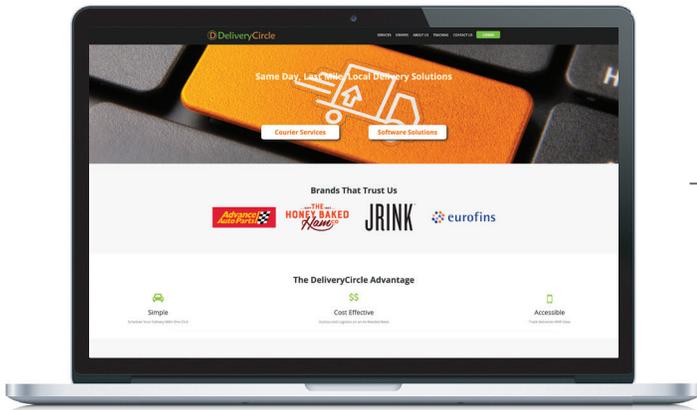
© DeliveryCircle

We get it. Delivered.

**Cheryl Welsh**  
 NEW BUSINESS SALES REPRESENTATIVE

☎ 484.459.9711  
 cwelsh@DeliveryCircle.com  
 www.DeliveryCircle.com

# Educating Prospective Clients - Website



# Educating Prospective Clients - Social Media

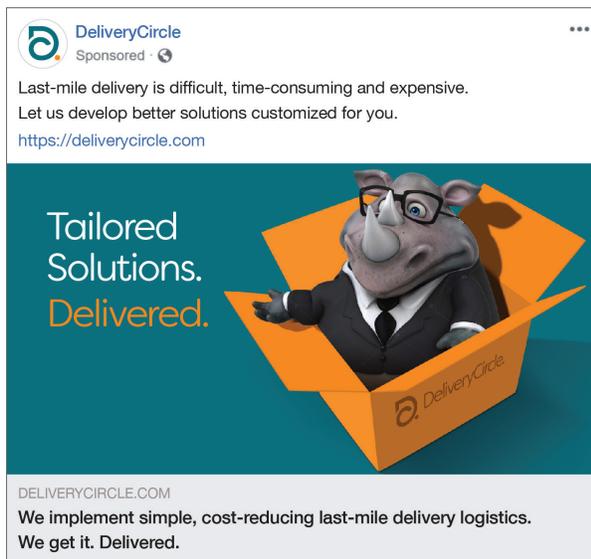
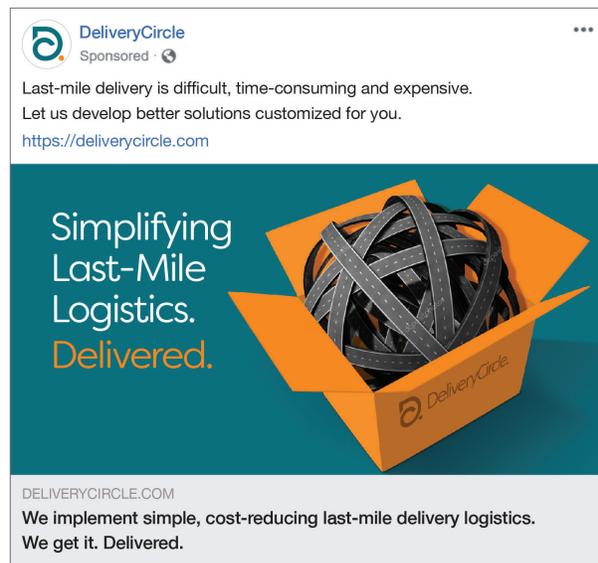
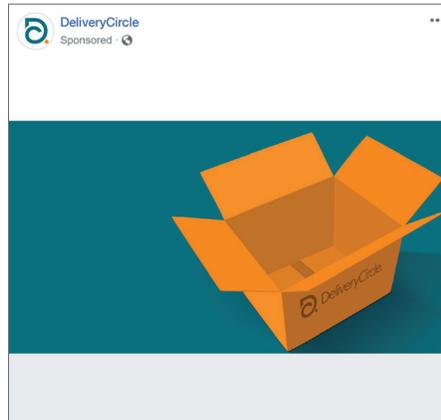
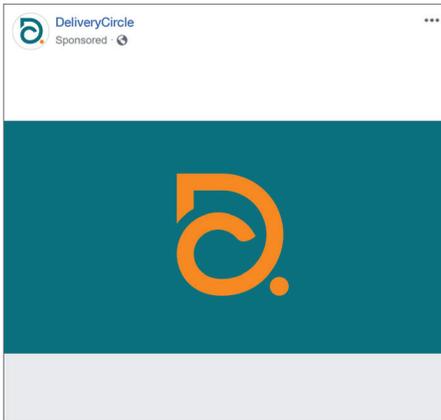
The screenshot shows the LinkedIn profile for DeliveryCircle. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is a banner for DeliveryCircle with the logo and tagline "We get it. Delivered." and a description: "We provide customized delivery services and cost-reducing logistics solutions that allow for flexible scheduling and minimal managerial time." The profile information includes "Logistics and Supply Chain - Newark, Delaware · 151 followers". There are buttons for "+ Follow" and "Visit website".

The main content area is titled "Updates" and shows two posts from DeliveryCircle. The first post is a video titled "What is DeliveryCircle? Watch our brief video and see what we're all about!" with a link to a LinkedIn post. The second post is a text update titled "#Driver wellness: Keeping mind and body strong on the road" with a link to a website. To the right of the updates, there are advertisements for Perry Ellis International and a "Similar pages" section listing companies like Takeoff Technologies, AEye, Inc., and 1st Choice Delivery, LLC.

The screenshot shows the Facebook profile for DeliveryCircle. At the top, there's a login section with fields for "Email or Phone" and "Password", and a "Log In" button. The profile picture is the DeliveryCircle logo. The cover photo is the same as the LinkedIn profile, featuring the logo and tagline "We get it. Delivered." and the company description.

The main content area is titled "Posts" and shows two posts. The first post is a text update from February 13, 2018, titled "We're hiring!" with a link to a website and the hashtag #nowhiring. The second post is a cover photo update from May 24. To the right of the posts, there's a "DeliveryCircle Computer Company" section with "Community" and "About" information, including address, phone number, and website. There's also a "Page Transparency" section.

## Getting the Word Out - Marketing (Social ads are 50% more likely to influence a B2B purchase)



Brandthumb



Brandthumb Executive Team

John Gilmore – Founder, Executive Director  
813.394.6141 | [john@brandthumb.com](mailto:john@brandthumb.com)

Ernesto Figueroa – Founder, Creative Director  
917.363.5998 | [ernesto@brandthumb.com](mailto:ernesto@brandthumb.com)

Joshua Blair, PMP – Founder, Partnerships Director  
914.434.3427 | [joshua@brandthumb.com](mailto:joshua@brandthumb.com)