

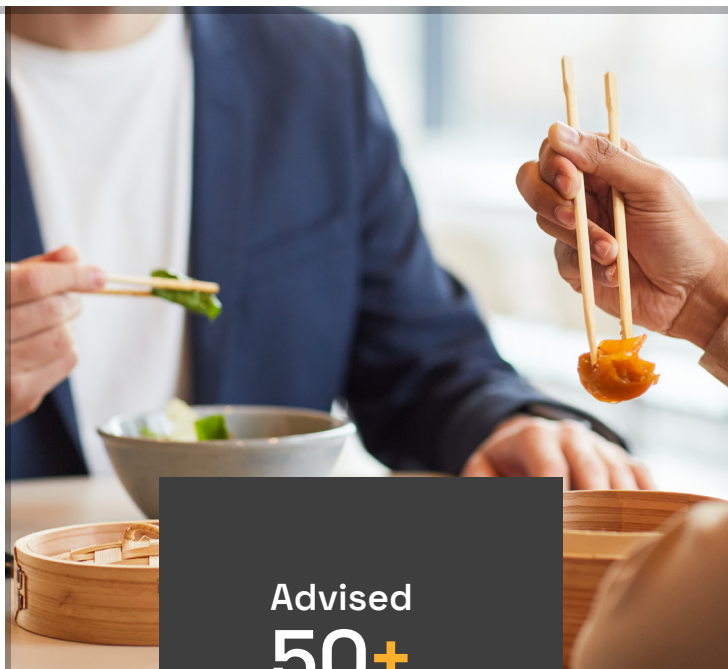


Advised  
**50+**  
Young  
Businesses

From Dream to Reality

Grow Your Business  
with **Our Expertise.**

Whilst more than **70%** fail survive the first 2 years - a staggering **34%** of small businesses that fail lack the proper product-market fit and another **22%** lack adequate marketing acumen.



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# Grow Your Business with **Our Expertise.**

Whilst more than **70% fail survive the first 2 years** - a staggering **34% of small businesses** that fail lack the proper **product-market fit** and another **22% lack adequate marketing acumen.**

Can you clearly articulate your unique value proposition and competitive advantage?



Have you thoroughly researched your target market and their needs?



Are you wearing too many hats?

Product Design, Pricing, Market Research, Fund Management, Hiring, Marketing, Website, Branding, Social Media, Customer Retention and more?



Is your brand identity strong and memorable enough to stand out?



You don't know what comes first - chicken or the egg? Where do you start?

Does branding, strategy, research, marketing, all come together to increase your customer base or is it the other way around?



Not able to focus on your online presence?

Your customers are mostly people who know you first hand or friends of friends or local?



You know your website needs more, but you can't figure out what.. And how?



Don't how much is enough when it comes to performance ads? Ads aren't working, website and apps and CRM need to be world class?

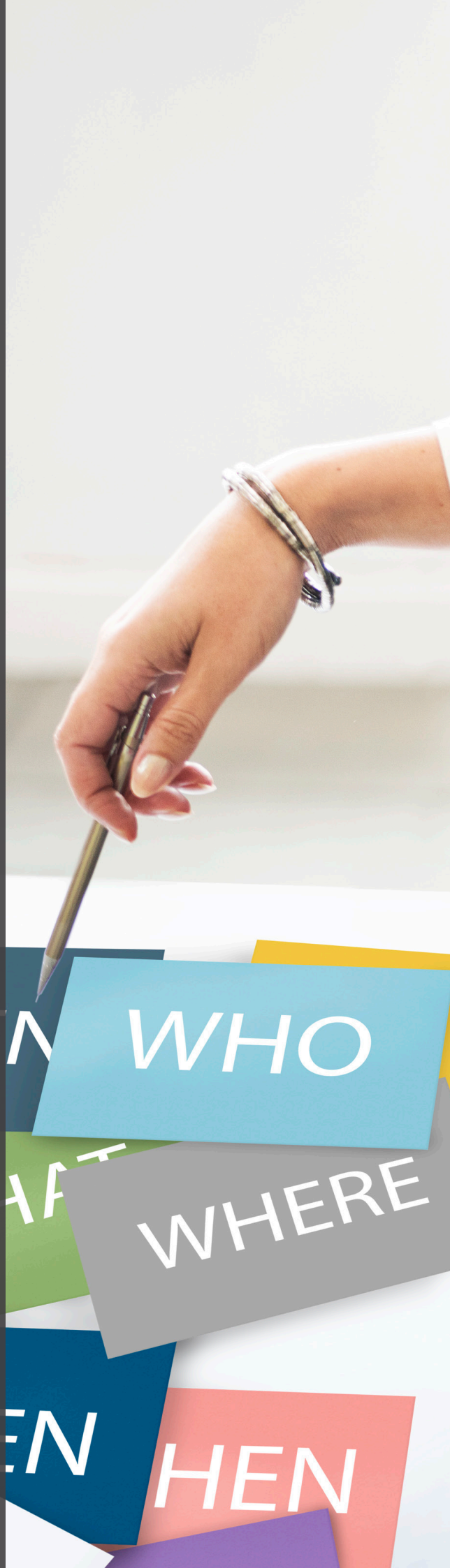


Are you unable to access top resources and agencies given limited budget?



Don't let these  
**QUESTIONS BECOME  
YOUR REALITY.**

*Without a clear go-to-market strategy, even the most innovative product can fail to gain traction. It's upto you to improve those chances. Right Away.*



# We Bridge the Gap from **IDEA TO IMPACT.**

Our Comprehensive Advisory Services Empower You to Launch (re)  
**with confidence.**

Uncover deep customer insights to develop a winning strategy.

Market research, competitor analysis, financial modeling.

**Go-to-Market  
Research**

Craft a powerful brand identity that resonates with your target audience.

Brand Research, Identity branding.

**Brand Strategy**

Design eye-catching visuals that elevate your brand presence.

Corporate videos, Branding Videos, Graphic designing, company collaterals, packaging

**Graphics, Videos &  
Creative Design**

Build a user-friendly platform that converts visitors into customers.

UI/UX Design Front End Development Back End Development, App, CRM integrations.

**Web & App  
Design**

Implement data-driven campaigns to reach the right audience at the right time.

Performance marketing, customer acquisition strategies.

**Digital  
Marketing**

Guide you through strategy development and create compelling pitch decks  
to secure funding.

Investor targeting, pitch deck creation, fundraising support.

**Startup Advisory  
& Pitch Deck  
Services**

**10+**

Years  
Experience

**35+**

Team  
Members

**225+**

Clients  
Consulted

**98%**

Client  
Retention

## OUR **CLAIM**

### **Assured Velocity**

No one works faster than us.

**Guaranteed!**

### **Cost Advantage**

Our costing is best in market.

**Period**

### **24x7 Support**

You have a hotline to our founders.

**Just call.**

# THE DEFIN8 ADVANTAGE: Your Dream Team

We combine **expertise, creativity, and performance** to deliver results.



## Pallavi Das

Ex-Morgan Stanley  
Investment Banker turned  
Startup Advisor with 20  
years of experience,  
including 10+ years leading  
a branding agency



## Abhishek Verma

Ex-Google Strategy &  
Marketing Lead with 15+  
Years of Experience Advising  
Startups in US and  
International Markets

## Our Areas of EXPERTISE

From startups to global giants, we have navigated every industry, crafting bespoke strategies for world class publishers, packaging giants, pharma companies, restaurants, salons, medical tech, schools, and more. Your brand, our canvas.



Go-To-Market



Brand  
Strategy



Graphics Web &  
App Development



Digital  
Marketing



Startup  
Consulting

## CLIENTS along the Way



## Let's COLLABORATE



+1-650-495-8262 | +91-91675-36980

hello@defin8.com

San Francisco Bay Area | Mumbai