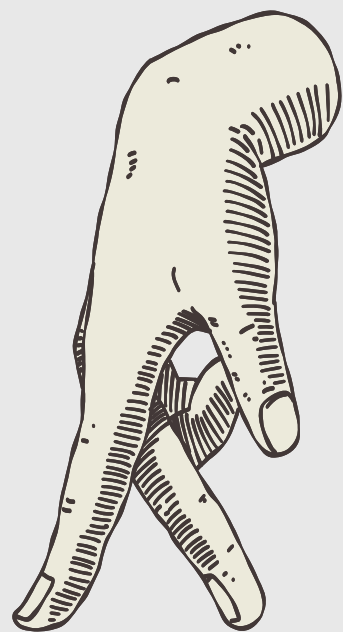




YOU. GROUP



Outsource
your
projects
to reliable
hands

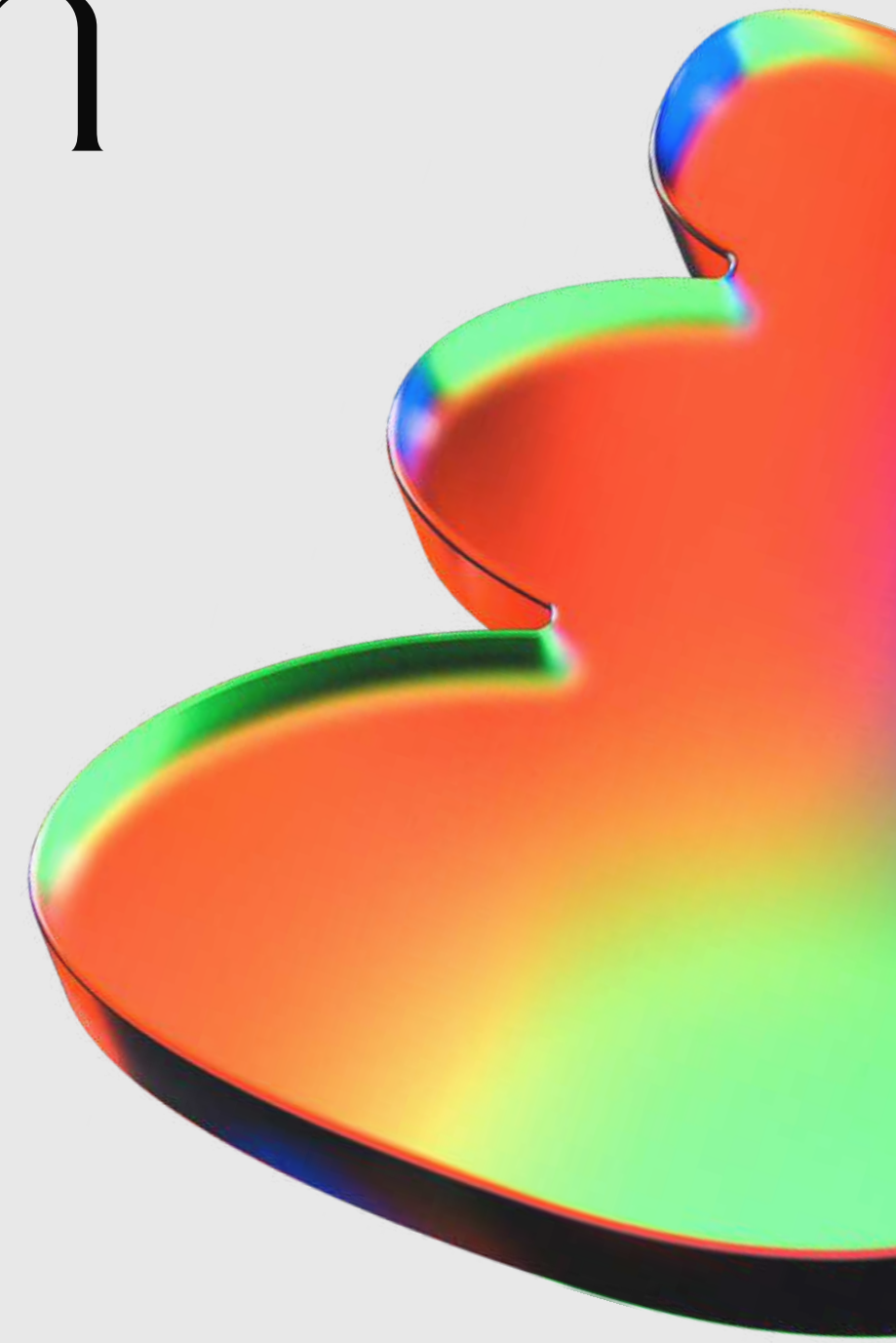


How many things can you do in one day?

**Hiring staff is expensive.
Freelancers are unpredictable.**

YOU. GROUP

Is your reliable & affordable partner for on-demand writing, strategy & growth



We're on call when you need us most

- Investor Pitch Deck
- Business Plan & Strategy
- Market Data & Competitor Research
- Copywriting & Visual Design
- LinkedIn Content & Engagement
- Instagram Influencer Outreach
- Brand & Marketing Presentation
- Sales Deck



Who's behind YOU. Group?

We help busy founders and
ambitious business leaders
cross the finish line faster
by offering services to
lighten your load.

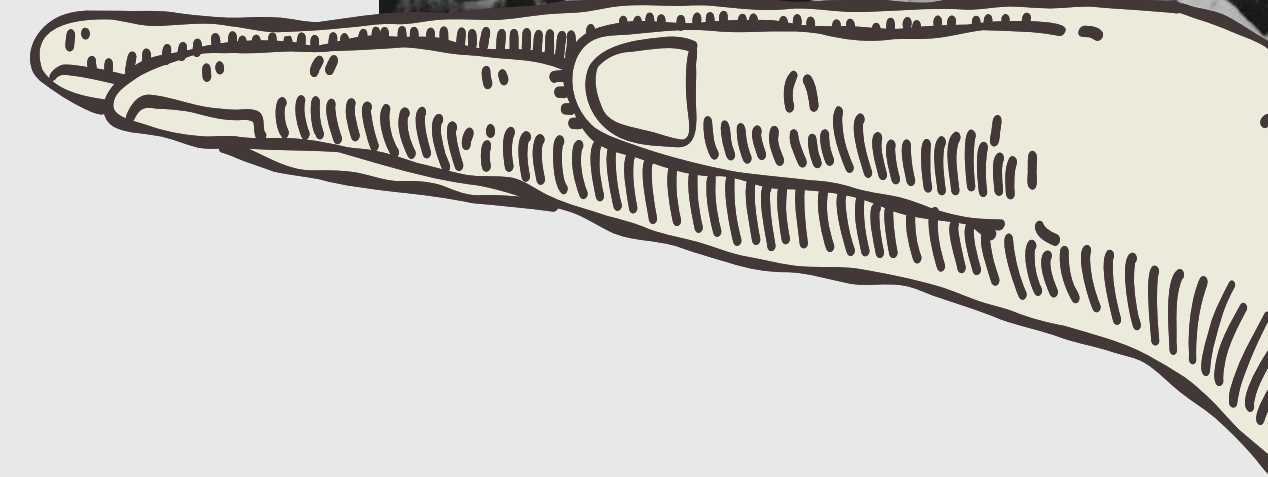


Jenny You



Elle Rex

Any Industry



Every project starts with research on your customers, competitors and market



Any Size

Start small with a
LinkedIn Post or big
with a New Strategy

Group YOU. Group YOU. Group YOU. Group YOU. Group YOU. Group YOU. Group YOU. Group YOU. Group YOU.

Think of us as your virtual team

Whether it's a new pitch deck for your investor or a sales presentation for your growth, you get ready-to-use deliverables

To tell your story, gain more attention, and close more deals.





We've
worked
with
global
brands
and those
at the
beginning
of their
story

VIDEOHAUS
by curated

MENLO
VENTURES

mevrik

RANGE BEAUTY

 GALAXY CAPITAL PARTNERS

CAMDEN

FlavorWiki



MX3



香港賽馬會
The Hong Kong
Jockey Club

WRM
Worldwide Risk Management, Inc.

W WADDY TAX & ACCOUNTING SERVICES

MERLIN
ENTERTAINMENTS GROUP

BSG

NanoWhat

hahow
好學校

LOCKLYPRO
TOTAL ACCESS SOLUTION

upskills

JOBLIO

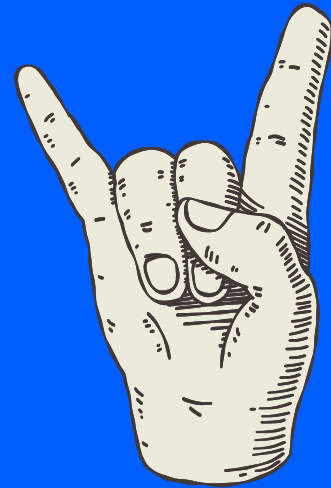
Scents & more
home of the naturals

"After exchanging several messages, we got onto a consultation call and the team understood exactly what I needed. They were able to guide and advise me on what too with my business plan. They did research for the pitch deck. The final deck was excellent."

Jas Purewal

ANALOG ASTRONAUT

UK



Success is defined by happy clients

"True professional. Easy to work with. High-quality output every time. Great communicator. Excellent time management skills."

Mark Cochrane

BSG

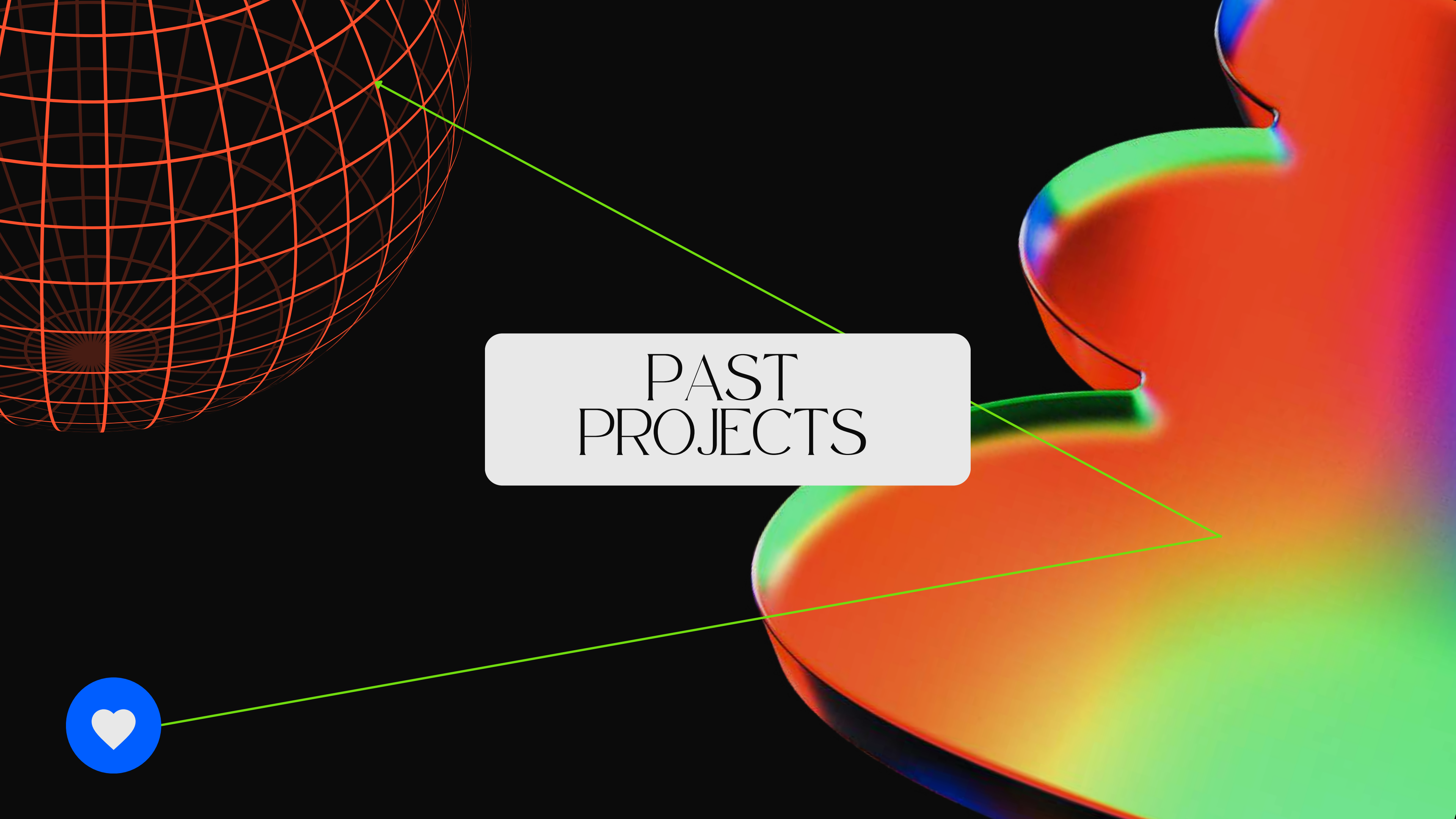
HONG KONG

"They really showed great depth in their writing and excellent delivery. If you're looking for true high-quality, well-researched writing that is communicated in a compelling and clear way, don't hesitate to book."

Michelle Aguinis

MENLO
VENTURES

US



PAST PROJECTS

MARKETING SUPPORT

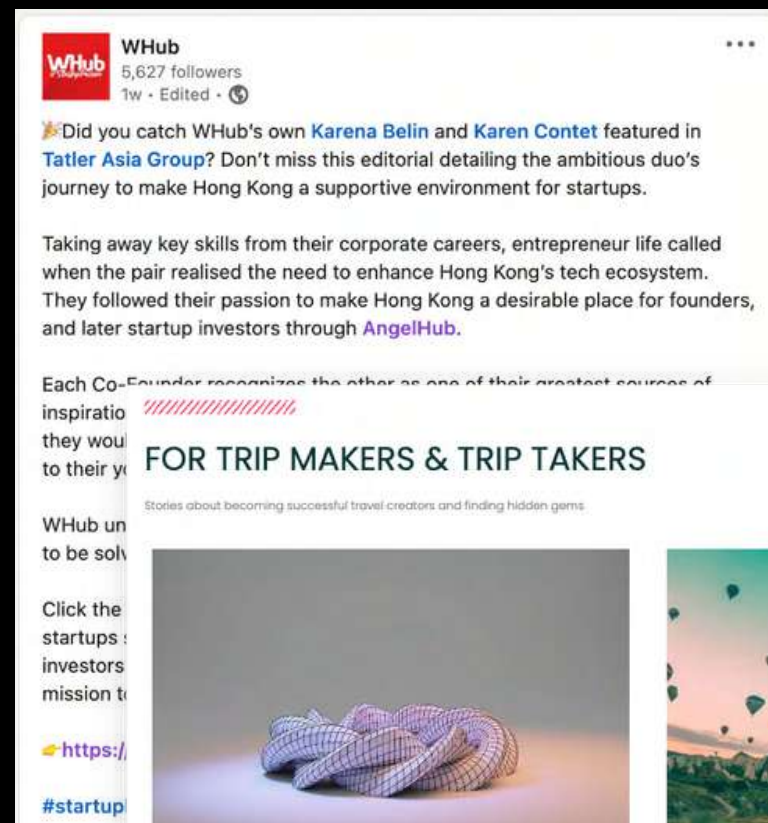
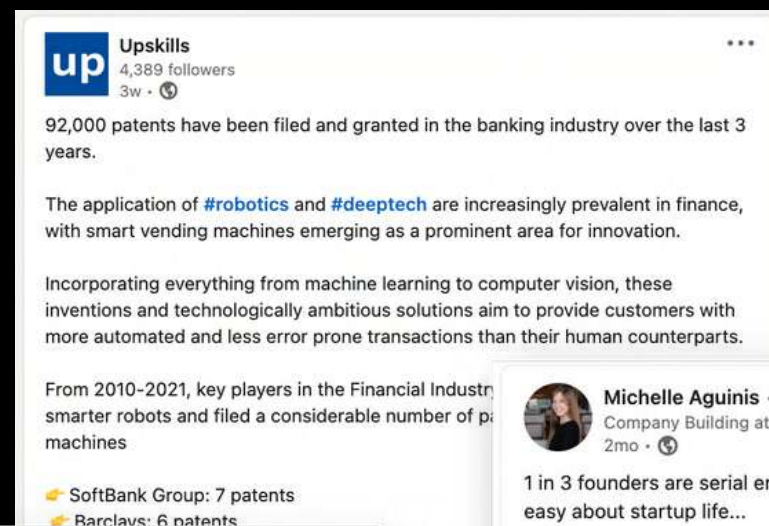
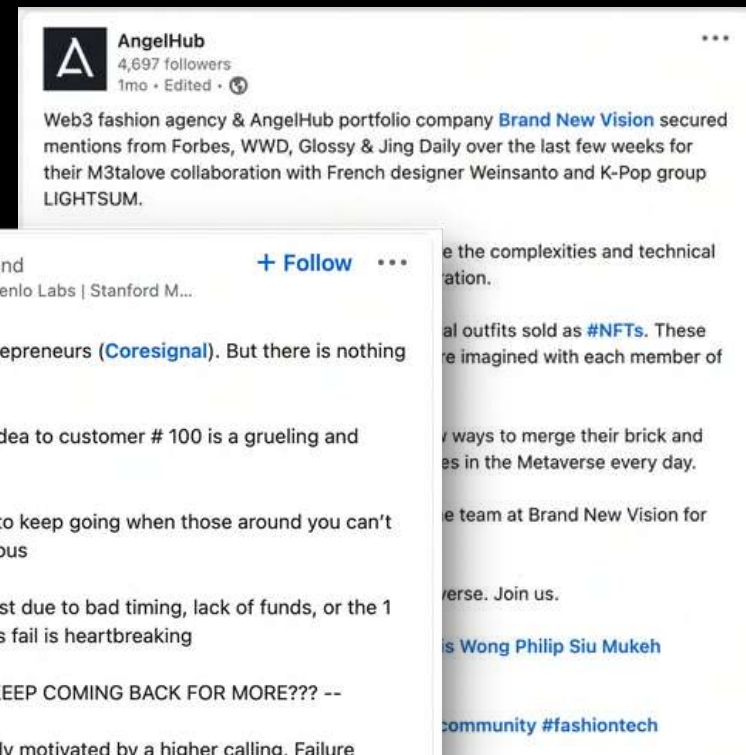
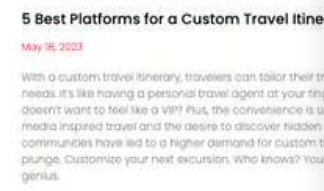
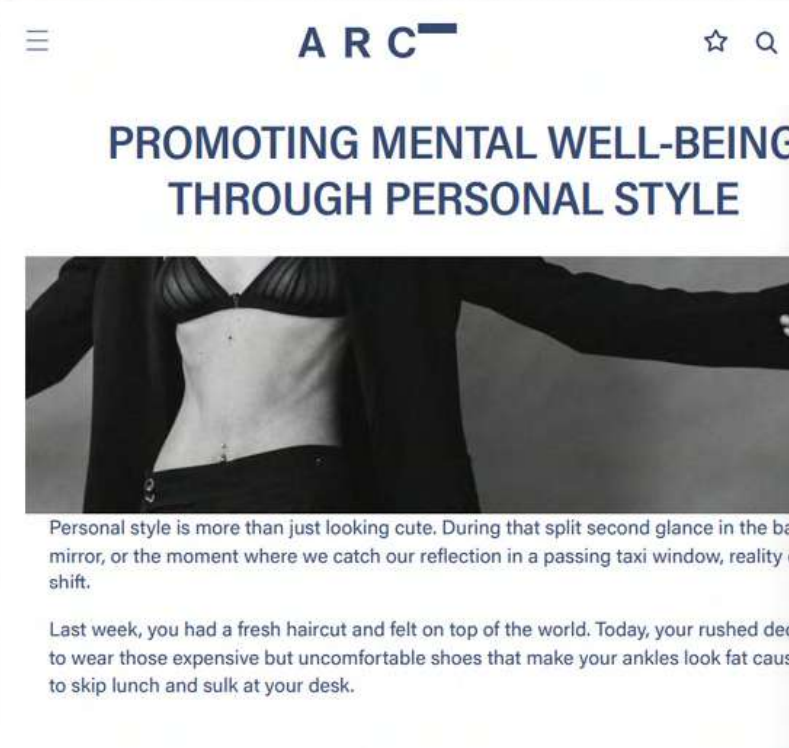
Copywriting & Visual Design

- LinkedIn thought leadership
- SEO- friendly blogs
- Instagram / Facebook / Twitter
- Website copy



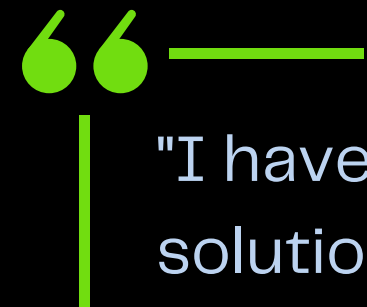
"Excellent experience. They're extremely professional and the writing is superb, exactly what I needed. They were able to take my ideas and key points and condense them into words with impact."

Pooja Vig
The Nutrition Clinic, Singapore



SWOT Analysis

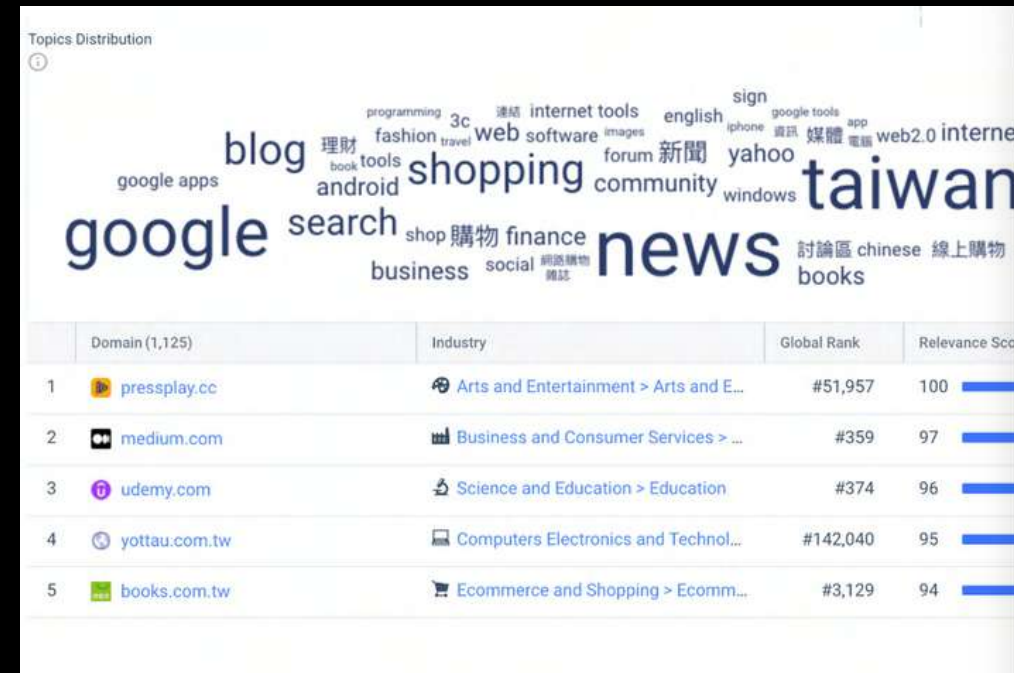
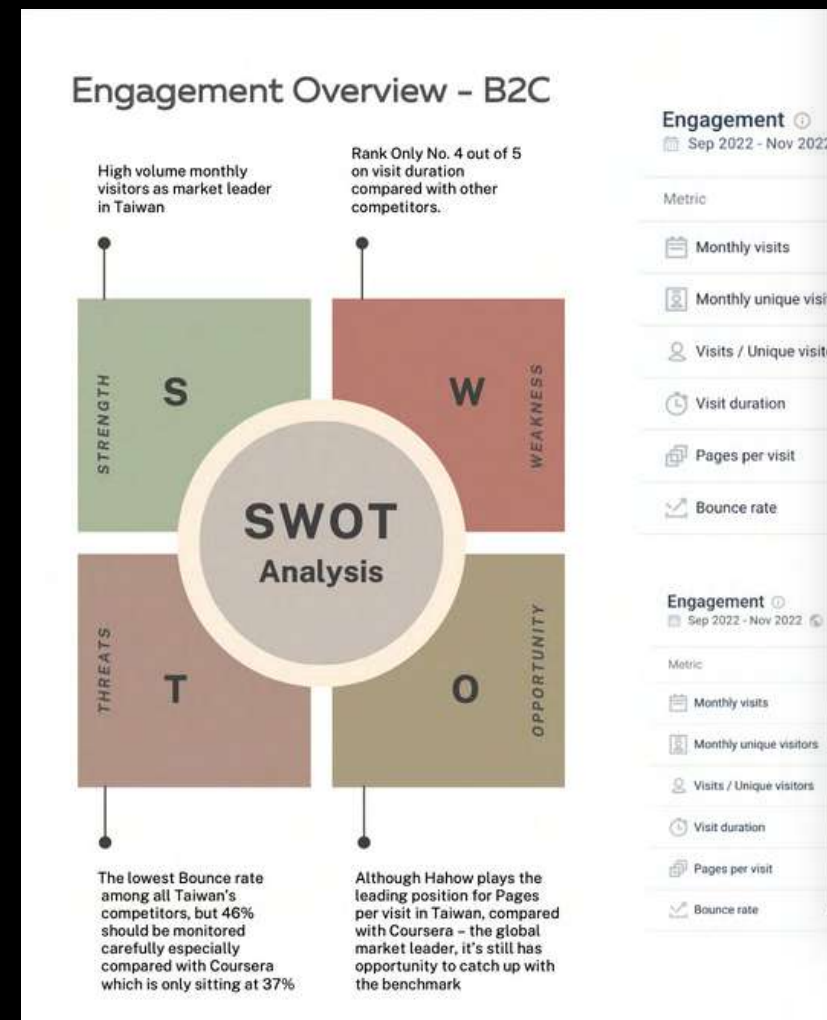
- Access to industry leading tools
- Reliable data sources
- Professional approach
- In-depth analysis



"I have ordered the solution for the second time, very satisfied with the professionalism"

Joe Hsu

Dotmore Media, Taiwan



Summary

Financial Services Software - Competitor Set 2

CAN WE COMPETE WITH FINANCIAL SERVICES SOFTWARE?

Let's review Competitor Strengths & Weaknesses and Taxsurety's Opportunities & Threats

COMPETITORS' STRENGTHS

- Structured set of tools that help you manage your money
- High efficiency
- Automation
- Cheaper than an accountant
- Higher productivity

COMPETITORS' WEAKNESSES

- Hackers & Internet Security
- Can be difficult to use
- May have hidden fees & charges
- Poor Customer service

TAXSURETY'S OPPORTUNITIES

- Outsourcing accounting functions has more personal touch than a system
- Can we consider to provide audit or support for client's financial software?
- Can we provide maintenance to the areas that system can't achieve?
- Breaking down services could be better than buying a system

TAXSURETY'S THREATS

- Software competitors keep improving automation of tasks, reports and analysis, and reduction of errors

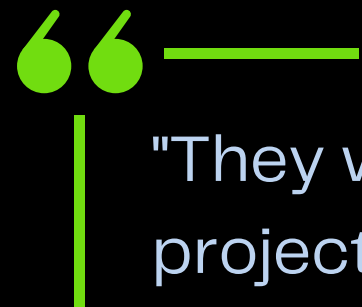


KEY TAKEAWAYS

Good financial software is not cheap, there is an opportunity to compete. Read the pros and cons section carefully to compare respective services. Review customer needs and demands while considering what Taxsurety can offer to increase, reduce or create services that fill the gap or provide a better match to the market needs.

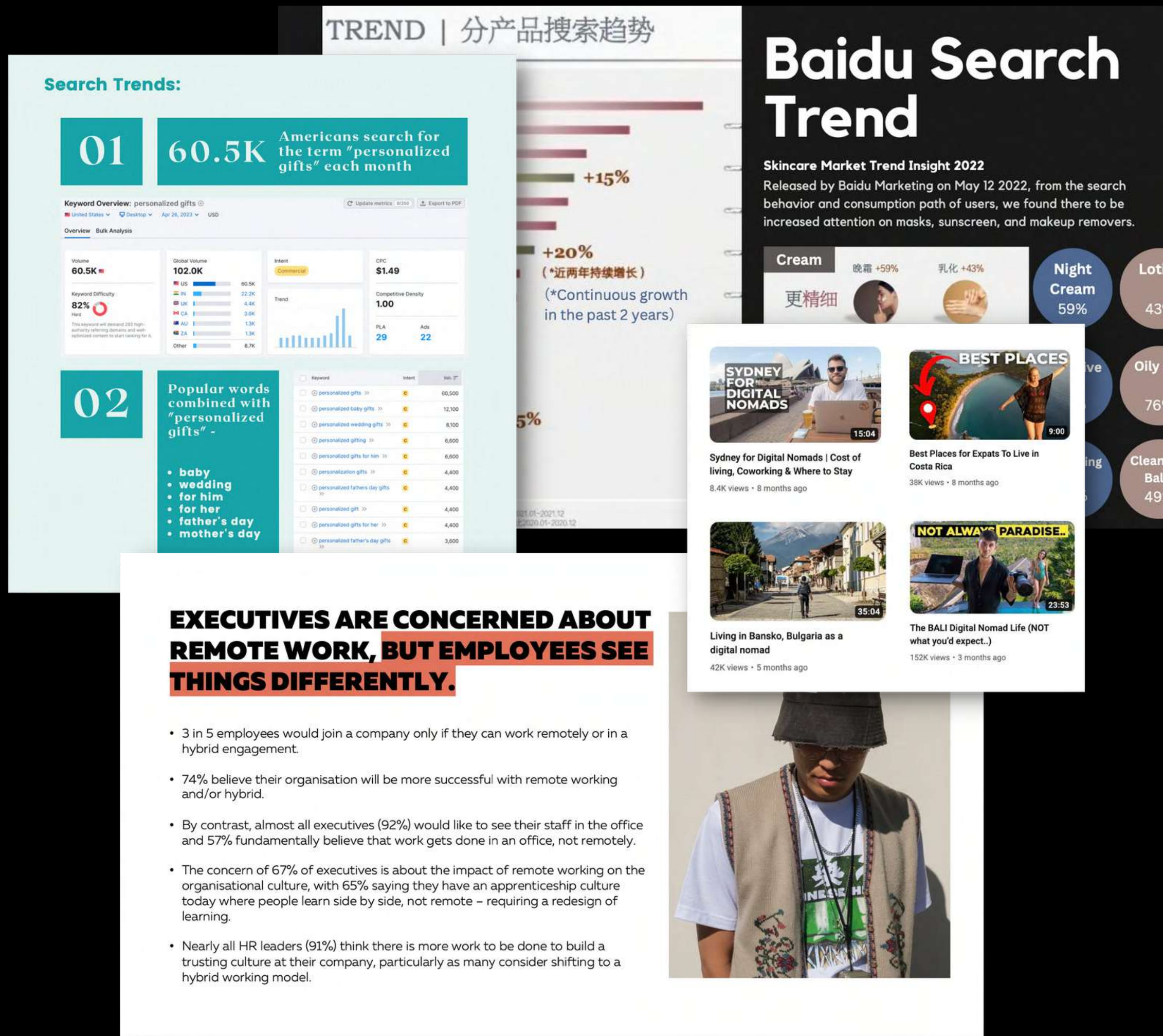
Consumer Trends

- Understand what your customers want
- Explore trends contributing to demand
- Look for new topics to revamp content strategy
- Analyze your audience and develop personas



"They were quick to deliver on my project and provided insightful findings that helped me adjust my business strategy. Would work with them again in the future."

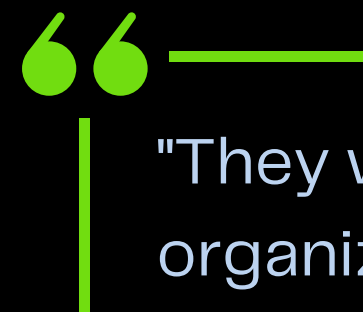
Milena Serafimovski
Lacuna HR, Australia



PITCH SUPPORT

Investor Pitch

- Start from scratch or revamp a current deck
- Learn what investors are looking for
- Tell your story in a clear and compelling way
- Includes consultation calls & research



"They were awesome, highly intelligent, organized, and easy to communicate with. My project received the highest quality consulting. They understood the brief and asked the right questions. I cannot recommend them highly enough."

Dave Misra

Galaxy Capital Partners, Canada



Black beauty consumers

ARE NOT SATISFIED

\$1.2T GLOBAL BLACK BEAUTY MARKET

MAKEUP



BLACK CONSUMERS ARE 5.7X MORE DISSATISFIED

SKIN CARE



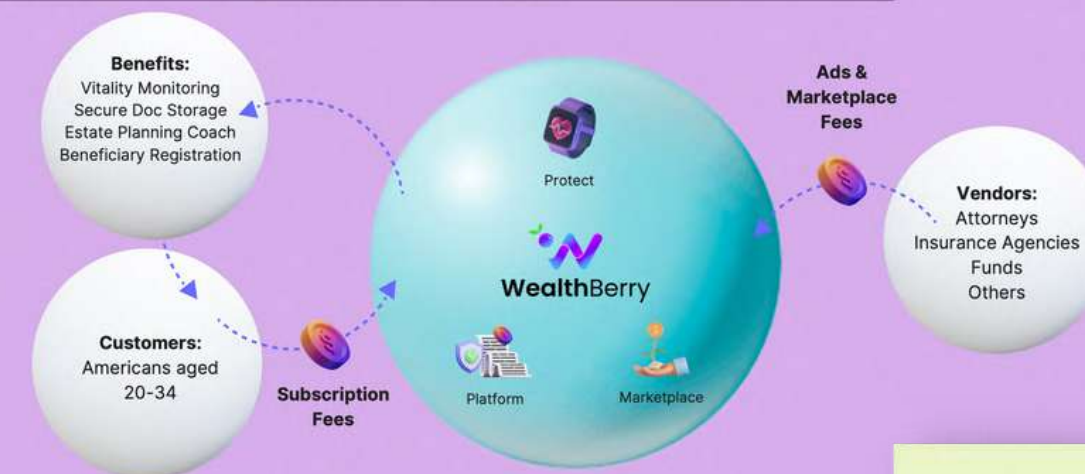
BLACK CONSUMERS ARE 2.9X MORE DISSATISFIED

RANGE BEAUTY

BUSINESS MODEL

Average Subscription Fee: **\$14.99/month**

Top-Up Revenue: **Ads, Marketplace Fees**



GO TO MARKET

AND MARKETING CHANNELS THAT ARE ALREADY FLYING

Innate is a community driven brand gaining momentum through word of mouth.

64%

of attendees have recommend a friend to us

PARTNER WITH WELLNESS INFLUENCERS to run our colives; leveraging their followings

Innate
Community Driven Growth

Selection Process

REGULAR CONTENT from podcasts to blogs, own the space between wellness and coliving

INSTAGRAM PAID ADS for reliable, optimised flow of customers (performing at 12% CAC so far)

June 9, 2022

Thailand became the 1st Asian country to make recreational cannabis legal



BOLD HEMP

Investor Pitch Deck

www.boldhemp.co

WWW.INNATE.GLOBAL

Company Intro

- Let clients know why you're the obvious choice
- Professional visuals & copywriting
- Incorporate your branding or start fresh
- Find an angle that makes you stand out

“

One of the things I appreciated most about working with them was their attention to detail. They took the time to thoroughly research and understand the market for my startup and the various challenges and opportunities we might face along the way."

RANDY ELLIS
WealthBerry Labs, USA

Executive Summary



On rev
Rest
Make
brand
from our online menus. We handle the advertising, marketing and order processing. Tickets come in, food gets picked up, and your brick and mortar restaurant keeps running business as usual.

Our menus cover multicultural cuisines, for underserved restaurants & eaters.

More than an online menu, Mei Wei is the full package

Add a virtual menu revenue stream with Mei Wei's 360-degree support. We help pair you with a delivery-only brand that makes sense for your existing operations. Leverage available equipment, ingredients, and even keep the same suppliers. All while opening up opportunities to satisfy hungry customers specific to your online menu.

FOUNDER STORY



We're a sustainable wellness brand from a first generation Zimbabwean immigrant, living the American dream.

Scents & More was started by a registered nurse with over 20 years of experience in the medical field.



MOONJELLY
FOUNDATION
A New Impact Economy for Nature

December 2022

Investment Overview



SNOW FOX PARTNERS

Snow
Part
Fund

US Multifamily Real Estate

WWW.SNOWFOXPARTNERS.COM

DATA
BACKED
INSIGHT

Blue Ocean Strategy

- Find business opportunities
- Gain a new perspective on your industry
- Discover where competition is less saturated
- Understand your strengths vs. your competitors

“Thank you for the beautiful presentation. Very befitting for my industry and style and it is easy to digest the information.”

Eric Waddy
Taxsurety, USA

Option III : eCommerce Influencer Marketing Software & Platforms (Off-platform monetization tools)

Pros and Cons of Investment

Pros

- Influencers on the marketplace are highly vetted
- Brands gain quick and easy collaboration processes
- Having access to up-and-coming influencers
- Easy to find specific influencers for very niche campaigns

Cons

- Likely missing out on opportunity with some really amazing brand partners
- Potentially lose influencers to another brand with a more appealing offer.
- Cost might be high due to too many layers of fee

Can MeiMai Meet the Needs?

❌ MeiMai platform focus on

- Product sales
- Match brand & kol
- Lack connection with kols' social content
- No support for content creation

❌ MeiMai is a full of commercial content

MeiMai's vision is creating a digital support for brand to find the best kol to sell their product.

✅ This is where we are today

This lets creators focus on delighting their biggest fans and making more unique niche content, rather than desperately seeking the biggest possible audience and making more generic clickbait content.

Content Creation Support

Grow Fans

Non-Commercial Content

Enable to Harness Creativity

Creators As Business

❌ MeiMai can't drive fans growth

MeiMai only rely on the results from the engagement and interaction between kol & fans. There is no data to show kol will gain more followers after create the shopping page on MeiMai

❌ MeiMai focus on optimizing product sales

MeiMai's strategy is choosing the right product with right niche from a right kol to maximize the sales. There is not much content creativity needs for kol to create a group shopping page to enhance kol's own content creation.

E-COMMERCE PLATFORMS ON INSTAGRAM

TOP 10 E-COMMERCE PLATFORMS

Strategy Canvas - Consultants Industry

Service	Big Financial Agencies	Small Financial Agencies	Business Intelligence Agency
Tax	High	Medium	Low
Cash Flow Forecasting / Management	High	Medium	Low
Outsourcing CFO & Advisor	High	Medium	Low
Budget creation	High	Medium	Low
Market Research	High	Medium	Low
Strategic planning & coaching	High	Medium	Low
Fundraising Support	High	Medium	Low
Data Analytics	Low	Medium	High

Strategic Move	Value Proposition
Keep	Outsourcing CFO & Advisor
Improve	Cash flow forecasting
Break down	Break down services instead of packaging
Use financial software to replace for bookkeeping / auditing?	Cash flow is the top 1 trend since 2022 requested by SMEs.
Eliminate these factors, it's going to reduce your required resources.	US companies' demand for Virtual CFO & Advisor service is growing higher and higher. If money were not a limiting factor, where would you like to raise your offering level?
Create	Also, try to break down the services to make the essential offer more affordable.

Strategic Move	Value Proposition
Keep	Market Research
Improve	Strategic Planning & Coaching
Break down	Data Analytics
Use financial software to replace for bookkeeping / auditing?	Here is the Blue Ocean we should consider to create subject to our situation in order to differentiate from other Financial Agencies:
Eliminate these factors, it's going to reduce your required resources.	Internal Business Insight <ul style="list-style-type: none">• Price analytics• Product or Service offering planning
Create	Business Insight <ul style="list-style-type: none">• research & analytics• competitive research & analytics

Strategic Move	Value Proposition
Keep	support
Improve	ing for external finance
Break down	financial projection

Idea Validation

- Research if your idea has potential for success
- Look for trends in the market
- Make data-backed decisions
- Don't waste money on assumptions



"Precise, accurate and to the point without much buffer in between. Reputable premium sources have been used and implemented in the correct way. Will definitely encourage you to have them on your team."

Saif Eldean
Sevenletters, Spain

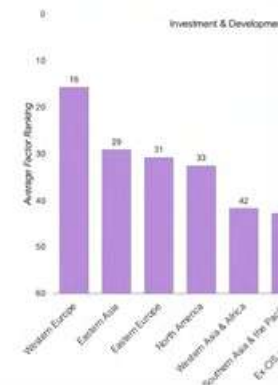
GEOGRAPHY

WHERE ARE PRIVATE AND PUBLIC ORGANIZATIONS MOST COMMITTED TO DEVELOPING TALENT?



Investment & Development factor considers the domestic resources committed to cultivate homegrown talent.

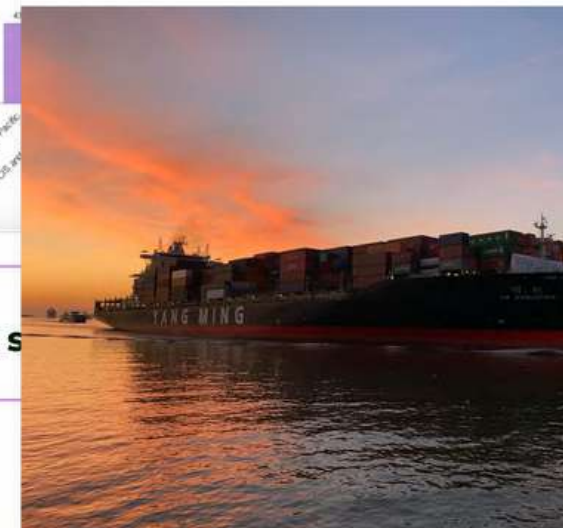
Figure 2: Average talent competitiveness factor ranking by region in 2022. Source: IMD (2022)



TREND #7 Aftermarket services

Company	Revenue	Aftermarket services revenue	% of revenue for aftermarket services	Type of results
Rolls-Royce	£2.34bn	£1.68bn	72%	HY 2022
Bombardier	\$1.46bn	\$380m	26%	Q3 2022
Gulfstream and Jet Aviation	\$2.35bn	\$635m	27%	Q3 2022
Textron Aviation	\$592m*	\$204m	34%	FY 2021

*revenue growth from previous year



PART 1

GLOBAL MARITIME OVERVIEW



(including Jet Aviation) and Textron Aviation, aftermarket services made between 26% and a third of sales.

- In July, Bombardier quadrupled the size of its Singapore service centre to become the largest OEM business aviation facility in Asia Pacific.
- Aircraft OEMs still need to catch up with engine manufacturers. In Rolls-Royce's most recent financial results, almost three quarters (72%) of its £2.34bn (\$2.3bn) revenue came from services – although most of this came from large commercial engines used by airlines.

Market Size

- Satisfy investor inquiries
- Get data to support your claims
- Use a bottom-up or top-down approach
- Know how big the opportunity and ROI will be



"Responsive. Professional. Open to feedback. Efficient. They add an outside perspective that helps sort through all the ideas to formulate a compelling story. Their market research alone adds so much value."

AJ Javier
CLC, Canada



TAM

TAM = Total Addressable Market (Or Total Available Market)—

This represents the revenue opportunity that MX3 has if it has 100% of the market share, and there is **no competition**.

Calculation Method:

Top Down Approach:

The top down approach involves analyzing industry data, market reports and research studies. The mainstream frequently produces reports on the size of markets and subsections, and by aligning that data with your own business objectives, you can get a sense of the potential market for it.

TAM from:

1. Military hydration product (MHP)
2. Dehydration monitoring system (DMS)
3. Workplace safety market (WS)

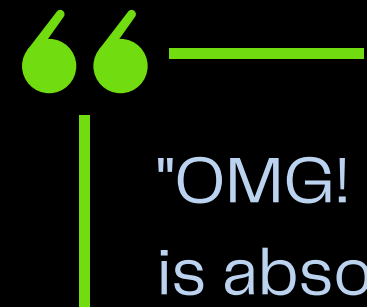
Current TAM (2023) : **18.94 Billion**
 $MHP + DMS + WS = 1.73B + 543M + 16.67B$

Future TAM (by 2028) : **33.32 Billion**
 $MHP + DMS + WS = 2.11B + 772M + 30.44B$

SALES SUPPORT

Sales Deck

- Sales presentation
- Customer pitch deck
- 1-pager
- Product catalog



"OMG! At first glance, this is absolutely amazing! You captured the energy and voice so well. I love it!!"

Amber Renee
Love. Moon. Stars., USA



WHAT'S ALL THE TALK ABOUT

NCAA NAME, IMAGE & LIKENESS (NIL)

BEFORE

JUL 1 2021

Student athletes they were not allowed to work for compensation



AFTER

JUL 1 2021

Student athletes can be compensated for their name, image, and likeness (NIL)

Now - student athletes can generate income from endorsements and sponsorships without impacting their NCAA eligibility.

BRING HOME THE WIN

YOUR FANS WANT MORE

INNIT products are one of a kind. They offer more than just a glass with a personalised name.

We embed objects that relate to your sport and showcase your team.

Fans can bring home a souvenir that shows off their love of the game or give a gift that celebrates their favourite club.

INNIT.STORE

UK MADE



Best Sellers =
Personalisation +
Unique Product

We and of the l

All d with

CREATIVITY.
ORIGINALITY.
SUCCESS.

Get the help you need to pull off a stress-free showcase that communicates the bigger picture.

Through our unique insight and experience in the industry, our team is able to trigger emotions and establish stronger and long-lasting connections with your audience through innovative virtual or hybrid event solutions. Let us take your meeting, conference, or event to the next-level with meaningful marketing and authentic interactions.



Keyword Research

- Identify topics for SEO-friendly blogs
- Drive website traffic
- Understand consumer search intent
- Grow organically without paid ads

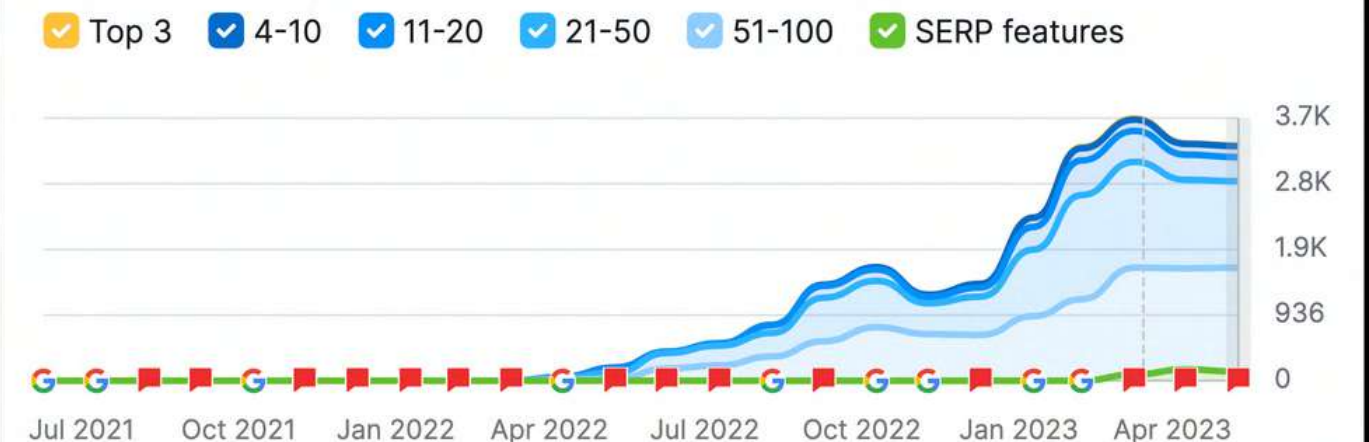


"They were very professional, responsive, and provided an in-depth presentation on our research topic. I would definitely use them again!"

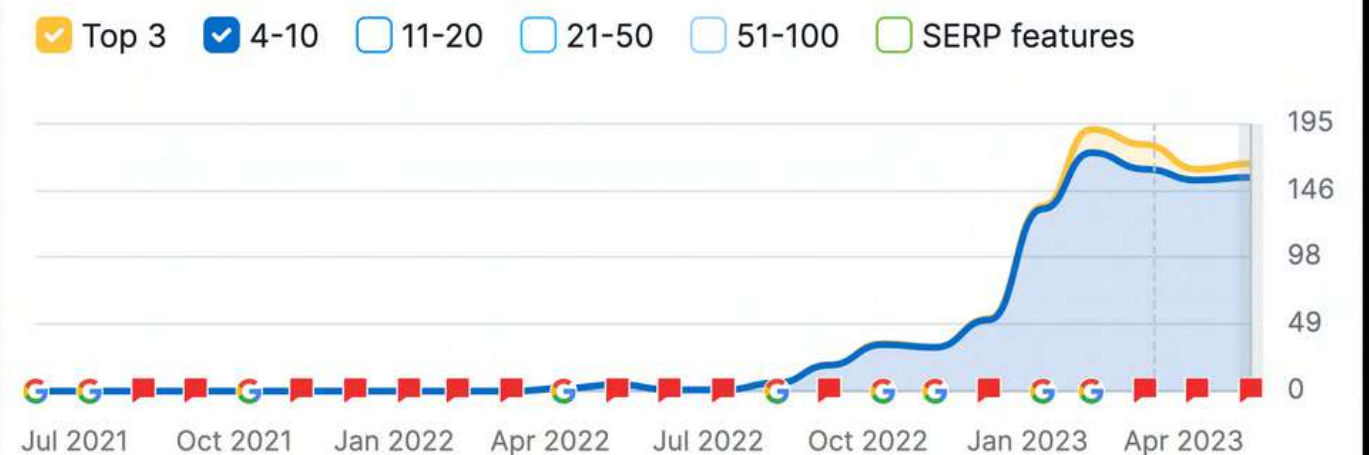
Mike Iannetta
MikeWillTravel, USA

Keyword	Data from Google Keyword Planner / Ubersuggest / SEMrush / Ahrefs					
	Monthly Searches	Topic	Keyword Difficulty	Trend	Intent 1	Intent 2
what to sell on ebay	1300	Make Money	48	Fluctuation_Up	Informative	
best things to sell on shopify	210	Make Money	44	Fluctuation_Up	Commercial	
digital products to sell on etsy	1000	Make Money	47	Slowly Growing	Commercial	Informative
how to sell digital products on etsy	390	Make Money	43	Fluctuation_Up	Informative	
how to sell digital downloads on etsy	2400	Make Money	31	Fluctuation_Up	Informative	
how to create digital downloads to sell	480	Make Money	42	Fluctuation_Up	Informative	
free digital downloads	170	Travel Tips	42	Flat	Commercial	Informative
portugal digital nomad visa	1600	Make Money	25	Fluctuation_Up	Informative	
spain digital nomad visa	1600	Make Money	38	Fluctuation_Up	Informative	
italy digital nomad visa	1000	Make Money	20	Fluctuation_...	Informative	
costa rica digital nomad visa	720	Make Money	39	Flat	Commercial	
greece digital nomad visa	260	Make Money	23	Flat	Informative	
freelance travel photographer	1300	Make Money	44			
remote travel jobs	1000	Ma				
itinerary template	14.8K	Tri				
travel itinerary template	6.6K	Tri				
trip itinerary template	1.9K	Tri				
bachelorette itinerary template	1.6K	Tri				
vacation itinerary template	1.6K	Tri				
itinerary template google docs	720	Tri				
google docs itinerary template	590	Tri				

Organic Keywords 3,352

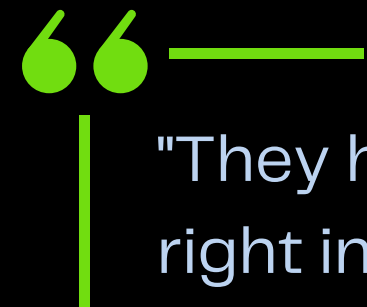


Organic Keywords 3,352



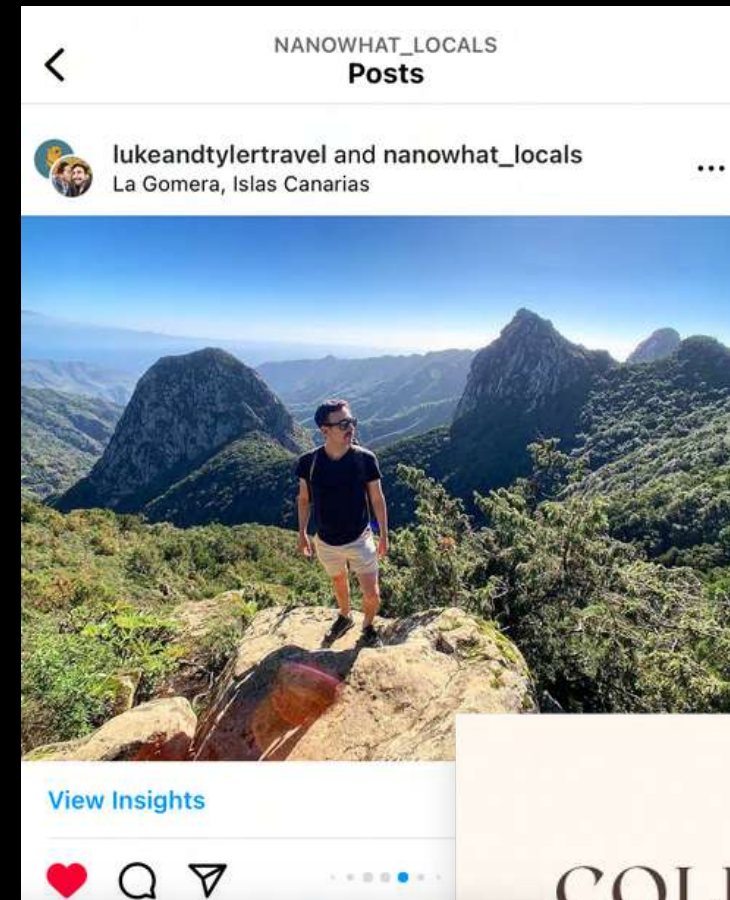
Influencer Outreach

- Highly targeted outreach
- Budget oriented
- One-stop-solution from research, to outreach, to negotiation & contract, to followup



"They helped us find the right influencers within a super reasonable price. Now, they've become our delegated outreach agency"

Moon Leung
NanoWhat, Hong Kong



NanoWhat

Collaboration Proposal



COLLABORATION PROPOSAL

2023



- Free Map Making
- Creators Jumpstart Fund
- Applies to your first 3 months onboard

May 28, 2023

Thanks for the amazing maps!
Let's discuss how we can promote your great content together!

Although NanoWhat is still a new brand, we're growing fast because of our creators and their cool places.

Time to let the world know!

Prepared for :
Alice & Stratos

In Collaboration with:
NanoWhat
Elle Rex



CREATOR AGREEMENT - KOFI

This Creator Agreement ("Agreement") is entered into and made effective as of (8 Aug 2022) between (YOU. Group) (the "Customer") as represented by (NanoWhat) and (Kofi) (the "Creator") for the purpose of setting forth the terms and conditions by which the Customer desires to acquire certain services from the Creator.

In consideration of the mutual obligations specified in this Agreement, the parties agree to the following:

SCOPE OF SERVICES



Let's Connect

What's on your to-do list?

Jenny You

☎ +852.6120.6276

✉ jenny.you@yogroup.io

🌐 www.yogroup.io