

MADE BY **möll**

GROWTH STRATEGY

THE DEPT. OF CREATIVE SOLUTIONS

[DCS]

MADE BY MOLLI AS A WHOLE

Department of Brand Strategy

Huge revenue but slow

ACTIVE AT WWW.MADEBYMOLLI.COM

Department of Creative Solutions

Smaller revenue but fast

ACTIVE WITH PWL

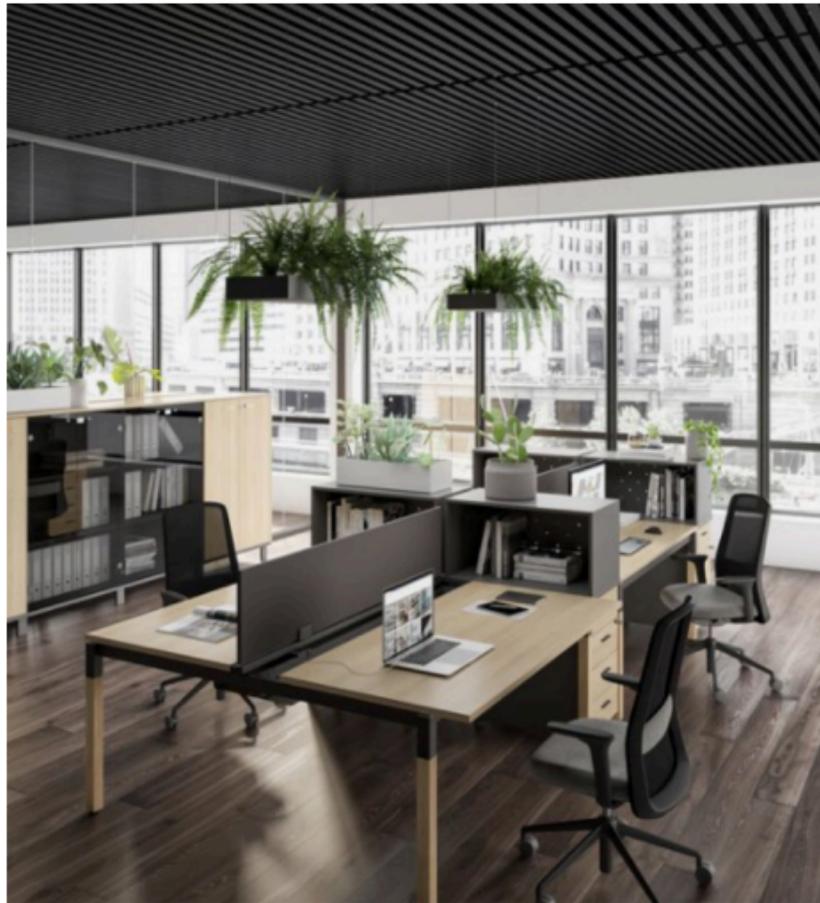
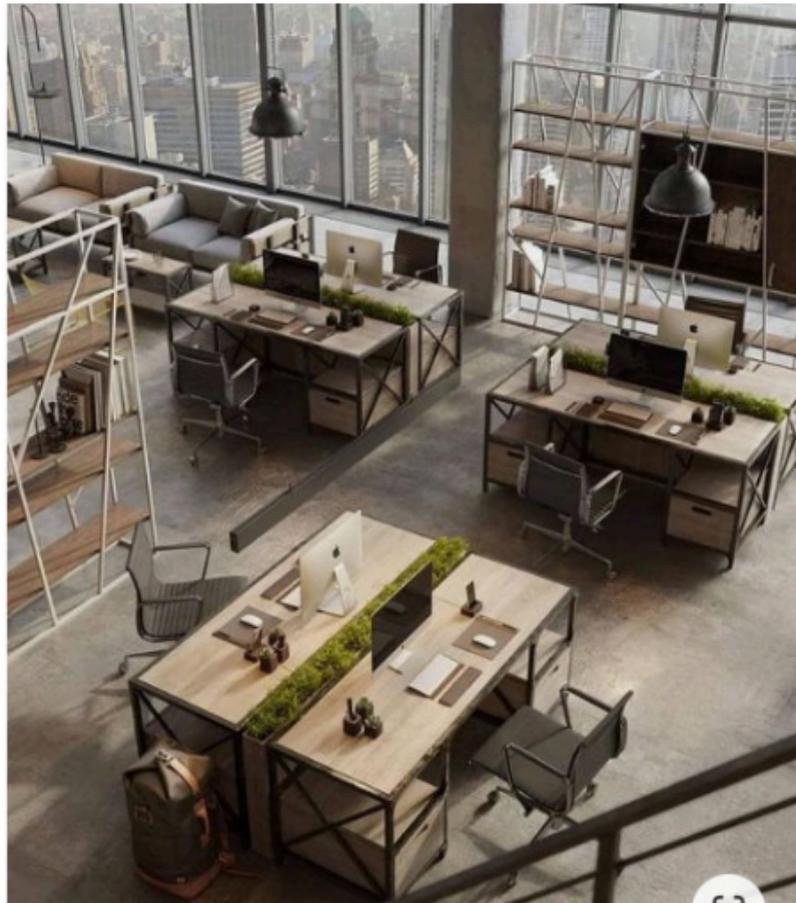


What is the DCS

A creative engine that pumps revenue into the business; the most certain income: retainers, long term contracts.

Goal of DCS

To become the white label distributor of private, remote Creative Departments equipped with resources, team members, technology, & time, **40-hour FLEXIBLE week.**



THE PROVEN PERSPECTIVE

Current Scope [Freelance]

WORKFORCE 

- Emails
- Press Placements
- Social Media
- Web Banners

Potential Scope [30-hour week]

WORKFORCE 

- Emails
- Press Placements
- Social Media
- ~~Web Banners~~
- Creative direction for motion graphics
- Brochures
- Banners
- Newsletters: Earnings Updates
- Presentations
- Signage
- Magazines PROVEN Pulse etc
- Internal Communiques: invitations, backdrops
- Promotional Material: cups, tags, packaging
- Management of Creative Assets
- Landing Page

TEAM STRUCTURE

Director of DCS

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graph TD; Director[Director of DCS] --- Faction1[FACTION 1]; Director --- Faction2[FACTION 2]; Faction1 --- Lead1[Lead Creative]; Lead1 --- C1_1[Creative]; Lead1 --- C1_2[Creative]; C1_1 --- C1_1a[Creative]; C1_2 --- C1_2a[Creative]; Faction2 --- Lead2[Lead Creative]; Lead2 --- C2_1[Creative]; Lead2 --- C2_2[Creative]; C2_1 --- C2_1a[Creative]; C2_2 --- C2_2a[Creative];
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FACTION 1

Lead Creative

Creative

Creative

Creative

Creative

FACTION 2

Lead Creative

Creative

Creative

Creative

Creative

WHAT IT TAKES

IN-HOUSE COSTS BY INDUSTRY STANDARDS

- Initial Equipment Investment
- Software Subscriptions
- Team Salaries
- Employee Benefits & Taxes
- Hardware Upgrades
- Database File Management
- Trainings
- Studio Furnishing & Management
- Information Technology Management

UP TO J\$40M ANNUALLY

MADE BY MOLLI REMOTE DCS Team

- Management and upkeep of your PROVEN Digital Creative Assets
- Freeing you to grow your business without added responsibility of building out an industry standard

J\$12M ANNUALLY

TEAM AS OF AUGUST

DEPT. OF CREATIVE SOLUTIONS

FACTION 1

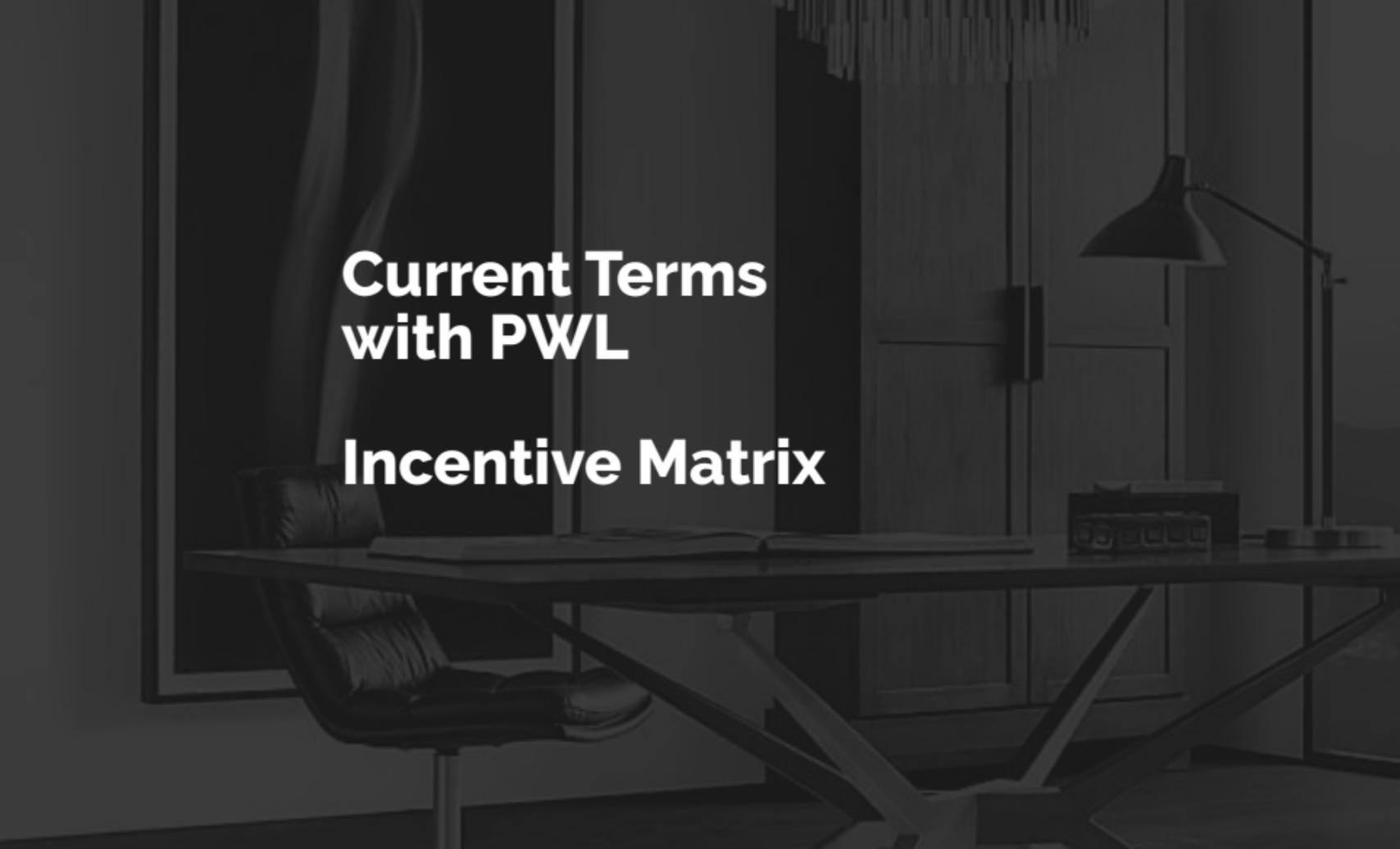
Lead Creative



DEPT. OF BRAND STRATEGY

Brand Designer (Me)





**Current Terms
with PWL**

Incentive Matrix

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THE BRAND OF BRANDS

