



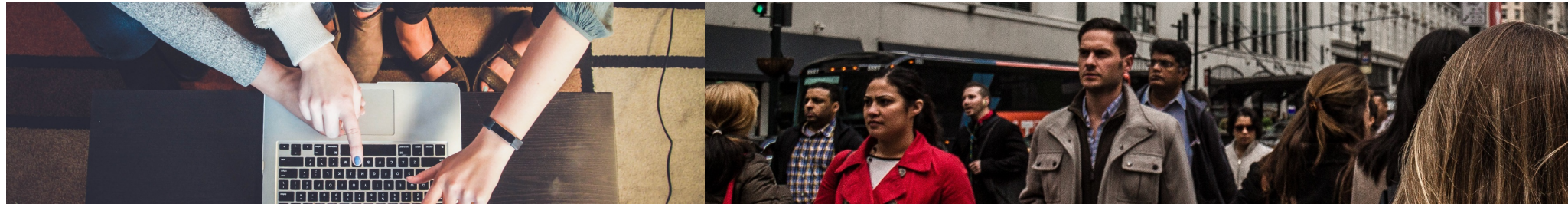
STARTUP SCALING BOOTCAMP

Session 8
Your scalability blueprint

WITH TAREK EL GAMMAL

SESSION 8 CONTENT

WHAT WILL WE TALK ABOUT?



1 What You Learnt

2 Your Brand Book

3 Your Communication Plan

4 Growth & Scaling

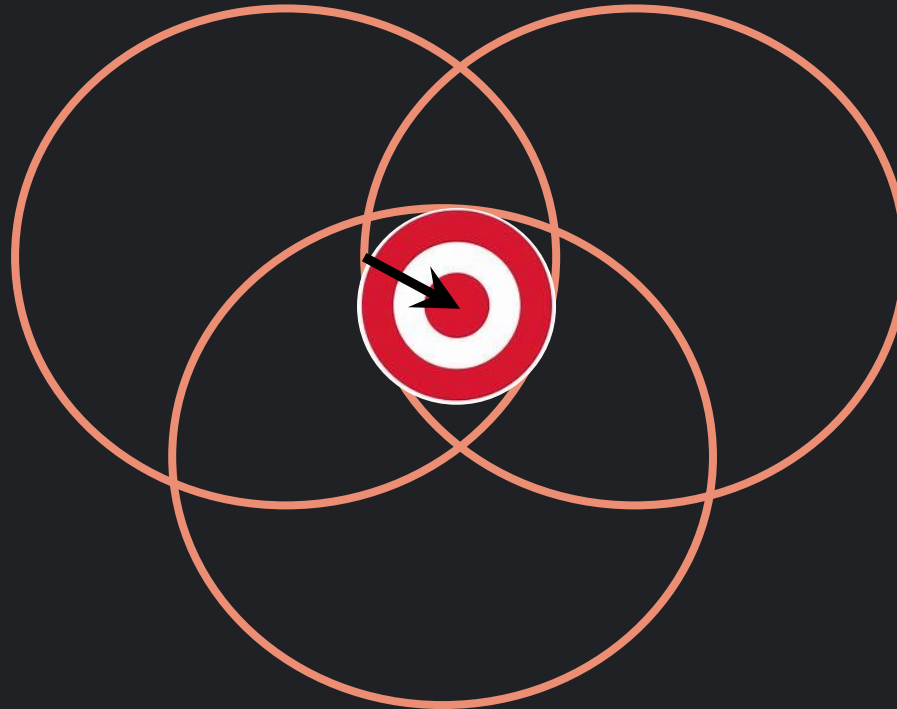
A person is shown from a high angle, typing on a laptop keyboard. The person is wearing a light-colored sweater and blue jeans. The laptop screen displays a grid-like interface. A large, white, circular graphic overlay is positioned on the right side of the image, containing the text 'What You Learnt' and 'UBUNTUEducation'.

What You Learnt

UBUNTUEducation

The Sweet Spot

Strength &
Passion



Market
opportunity

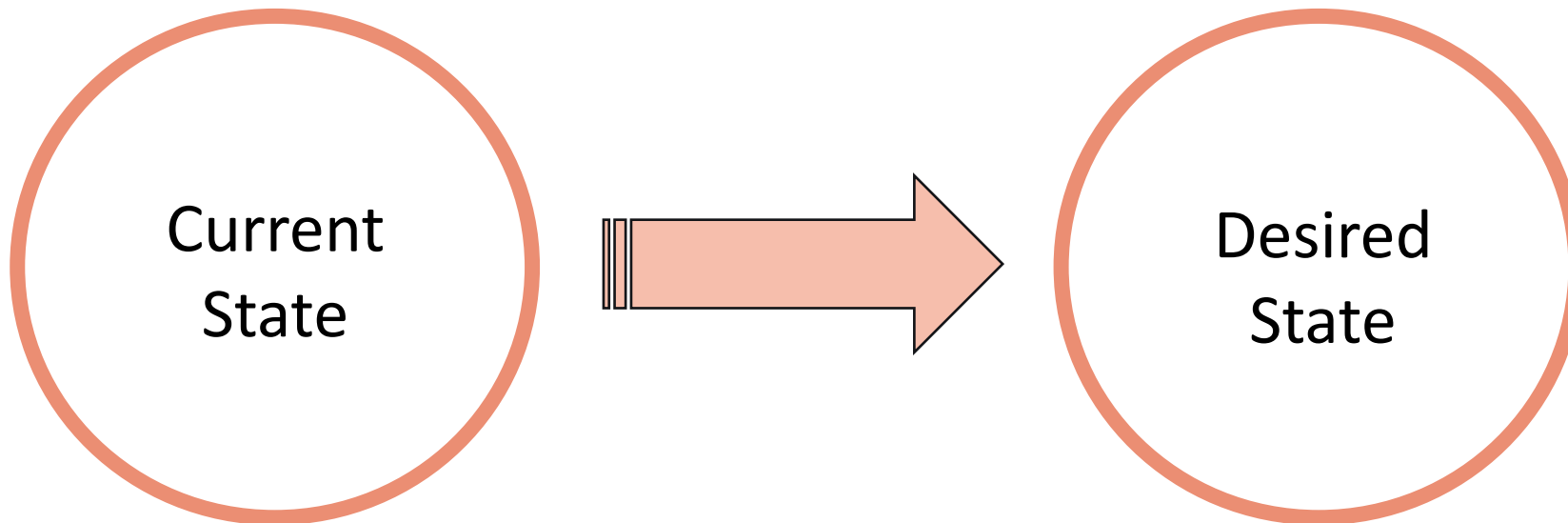
Target
audience

UBUNTU

CONSULTING | INVESTMENT | EDUCATION

UBUNTU
EDUCATION

Your Business Proposition



Your vision					
Your 12 months target					
The opportunity	Opportunity size	Your tribe	UVP	How you reach your tribe	Where you sell your product / service
The problem The market gap	The market size	Your target audience Age Sex Location SEC	Your unique value proposition, why your customers will select your product/service over the competition	Your marketing channels	Your sales channels
How you will get there	What are your top resources	Who will support you	Your pricing strategy	Your cost structure	Your revenue structure
What are the initiatives you will do to reach your vision	What are the main resources you rely on	Who are the different partners you rely on	Define your pricing strategy	What's your cost breakdown	What's your revenue breakdown

The UCG Scalability Canvas

Perspectives	Strategic Objectives			
Financial	F1 - Insert your own text	F2 - Insert your own text	F3 - Insert your own text	F4 - Insert your own text
Customer	C1 - Insert your own text	C2 - Insert your own text	C3 - Insert your own text	C4 - Insert your own text
Internal Process	I1 - Insert your own text	I2 - Insert your own text	I3 - Insert your own text	I4 - Insert your own text
Learning & Growth	L1 - Insert your own text	L2 - Insert your own text	L3 - Insert your own text	L4 - Insert your own text

Perspective	Strategic Objectives	Key Performance Indicators	Targets
Financial	F1 - Insert text F2 - Insert text F3 - Insert text F4 - Insert text	F1 - Insert text F2 - Insert text F3 - Insert text F4 - Insert text	F1 - Insert text F2 - Insert text F3 - Insert text F4 - Insert text
Customer	C1 - Insert text C2 - Insert text C3 - Insert text C4 - Insert text	C1 - Insert text C2 - Insert text C3 - Insert text C4 - Insert text	C1 - Insert text C2 - Insert text C3 - Insert text C4 - Insert text
Internal process	I1 - Insert text I2 - Insert text I3 - Insert text I4 - Insert text	I1 - Insert text I2 - Insert text I3 - Insert text I4 - Insert text	I1 - Insert text I2 - Insert text I3 - Insert text I4 - Insert text
Learning & Growth	L1 - Insert text L2 - Insert text L3 - Insert text L4 - Insert text	L1 - Insert text L2 - Insert text L3 - Insert text L4 - Insert text	L1 - Insert text L2 - Insert text L3 - Insert text L4 - Insert text

Strategic Objectives	Initiatives
F1 - Insert Strategic Objective	F1.1 - Insert the name of the initiative F1.2 - Insert the name of the initiative F1.3 - Insert the name of the initiative
F2 - Insert Strategic Objective	F2.1 - Insert the name of the initiative F2.2 - Insert the name of the initiative F2.3 - Insert the name of the initiative
F3 - Insert Strategic Objective	F3.1 - Insert the name of the initiative F3.2 - Insert the name of the initiative F3.3 - Insert the name of the initiative
F4 - Insert Strategic Objective	F4.1 - Insert the name of the initiative F4.2 - Insert the name of the initiative F4.3 - Insert the name of the initiative



Your Brand Book

UBUNTU EDUCATION

■ COMPONENTS OF A BRAND STRATEGY

1. Brand Objectives
2. Brand Benefits
3. Reasons to believe
4. Brand positioning
5. Brand values
6. Brand personality
7. Tone of voice



THE VISION

Establish Ubuntu Consulting as a leading virtual boutique business consultancy providing cutting-edge Business Management Consultancy, Investment Advisory and Business Education to SMEs, startups and entrepreneurs around the world.

THE MISSIONS

- Grow Ubuntu Consulting as a full-fledged consultancy by further developing our three business lines: Business Management Consultancy - Investment Advisory - Business Education
- Gain global recognition by constantly creating business value for clients with solutions which are customized, result-driven and ingenious.
- Establish the Ubuntu Consulting brand by building its online presence and growing its customer base.

OUR PROMISE

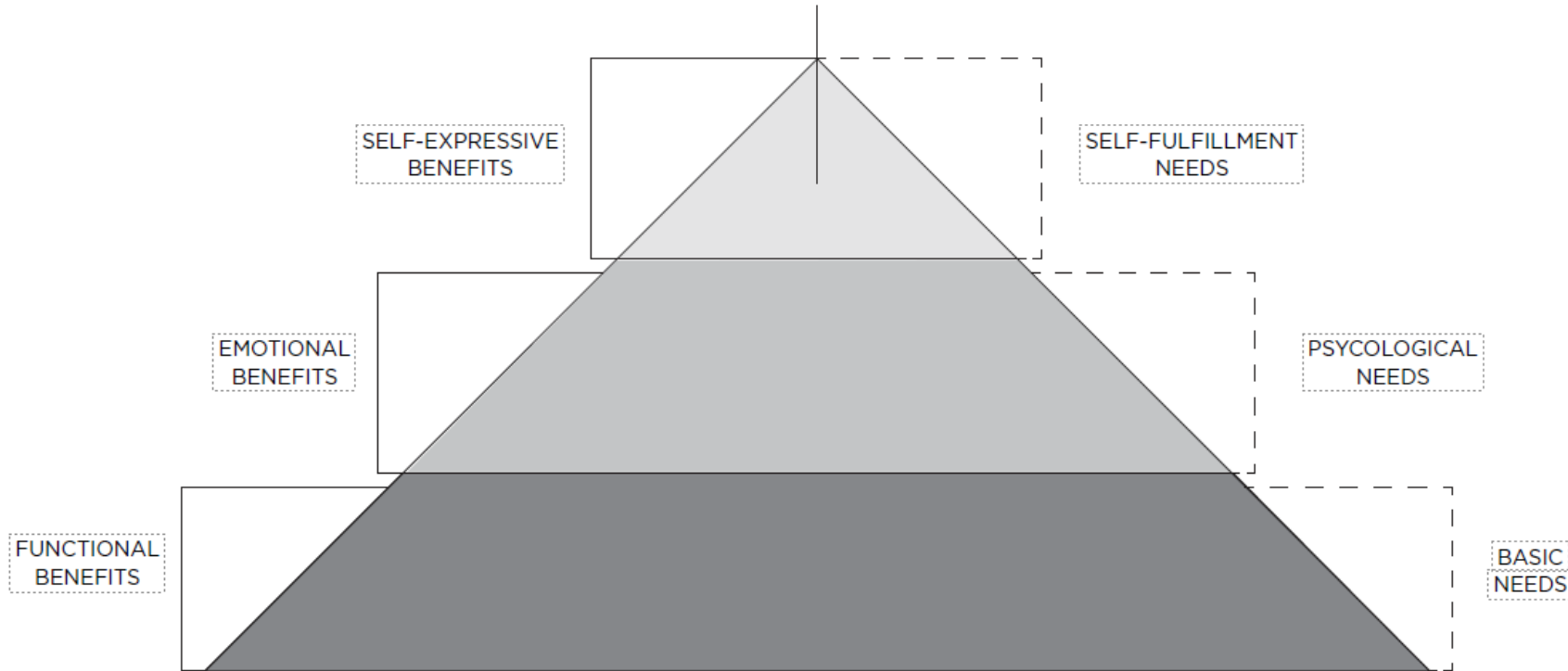
We empower people and businesses alike to ENVISION, TRANSFORM and SCALE their businesses with solutions which are customized, result-driven and ingenious.



Brand Objectives

BRAND BENEFITS

Fill Text



Brand Benefits

REASONS TO BELIEVE

The Reason to Believe provides proof that the brand delivers the benefits that it promises to deliver, that benefits are true and credible. The reason to believe can include technical reasons to believe/superiority claims, functional benefits that help prove the emotional brand benefit.

DEDICATED TEAM OF SENIOR EXPERTS

A WELL-ROUNDED FOUNDER

TAILORED HANDS-ON APPROACH

ENTREPRENEURIAL THINKING

COST-EFFECTIVE

CASE STUDIES & TESTIMONIALS

Reasons To Believe

BRAND POSITIONING

The brand positioning is the process of positioning your brand in the mind of your customers. It is the distinctive position that a brand adopts in its competitive environment. It involves the careful manipulation of every element of the brand definition.

BRAND POSITIONING STATEMENT

TO
TARGET MARKET

Fill Text

WHO
CATEGORY REFERENCE

Fill Text

WHAT
KEY BENEFITS

Fill Text

HOW
REASONS TO BELIEVE

Fill Text

Brand Positioning

BRAND VALUES

Values represent the code by which the brand lives. Your core brand values should be uncompromisable truths that are the primary driving force behind your brand, your actions and communications.

UBUNTU or 'I AM BECAUSE WE ARE' -Ubuntu is an African concept that speaks to the fact that we are all connected and that one can only win and prosper through others. When applied to business, it emphasizes on extensive collaborative frameworks. We consider ourselves as an active partner to our clients' success: we roll up our sleeves and act as an extension to their team. We thrive on creating relationships where everyone wins, and most importantly where the clients get value for their money.

EMPOWEREMENT At Ubuntu Consulting we don't tell clients what to do but we empower them to make the necessary changes that will lead their businesses to perform, grow and flourish through their vision. We elevate our clients' intimate understanding of their own business, by bringing a wider perspective and helping them implement clarity and structure in their processes. We help fill in the gaps and provide with the missing tools and resources, from expert knowledge to access to data, investor network, etc.

INGENUITY We see connections and opportunities where no one does, making us uniquely skilled at working out the best ways to approach our clients' challenges. We focus on building thought-provoking conversations that promote creativity and inventiveness, allowing us to deliver solutions which are not only fresh and innovative, but also smart and effective.

EFFICIENCY Because of our nature -boutique and virtual -our business model is designed to maximize efficiency. This allow us to be fast and cost-effective, while maintaining the highest standard of quality. We are driven by performance and value the outcome more than the output.

EMPOWEREMENT At Ubuntu Consulting we don't tell clients what to do but we empower them to make the necessary changes that will lead their businesses to perform, grow and flourish through their vision. We elevate our clients' intimate understanding of their own business, by bringing a wider perspective and helping them implement clarity and structure in their processes. We help fill in the gaps and provide with the missing tools and resources, from expert knowledge to access to data, investor network, etc.

INTEGRITY We are real people who value honesty and respect as the basis for creating lasting relationships. We approach business with transparency and adhere to the strictest moral principles. We are true to our values -We are what we show and we do what we say.

Brand Values

BRAND PERSONALITY

The brand personality is a critical piece in defining and guiding how the brand manifests. The personality is, generally speaking, the human characteristic of the brand. By having a specific personality a brand can appeal to certain demographics lifestyles and human personalities and through them communicate with consumers, who find the traits pleasing or desirable.

KNOWLEDGEABLE

PRAGMATIC

DARING

SUPPORTIVE

REAL

Brand Personality

TONE OF VOICE

Values represent the code by which the brand lives. Your core brand values should be uncompromisable truths that are the primary driving force behind your brand, your actions and communications.

EXPERT

Knowledgeable, Factual, Researched

DOWN-TO-EARTH

Friendly, Approachable, Trustworthy

SPIRITED

Vibrant, Enthusiastic, Determined

INSPIRING

Visionary, Transformational, Magnetic

THOUGHT-PROVOKING

Ingenious, Challenging, Out Of The Box

THE WAY WE EXPRESS

We use higher level vocabulary and imagery with deep or layered meaning.

We use polished and dignified marketing materials.

We should avoid the temptation to generate attention with extreme marketing or superficial fluff. We should also not “dumb down” our marketing, as that would be an insult to the intelligence of our audience.

We have a natural sense of style which is sophisticated and timeless.

We like to disrupt the status quo in the industry/society but we stay away from being patronizing or belittling.

We use facts and we build our credibility by sharing case studies & success stories. are what we show and we do what we say.

Tone Of Voice



THE BRAND GUIDELINE

■ THE DESIGN GUIDELINE

1. Logo
2. Typography
3. Color palette
4. Brand elements
5. Photography
6. Website
7. Social media
8. Marketing collaterals

UBUNTU
CONSULTING GROUP

UBUNTU
CONSULTING | INVESTMENT | EDUCATION

UBUNTU
CONSULTING GROUP

UBUNTU
CONSULTING | INVESTMENT | EDUCATION

Logo

Typeface 1

About Selected font

Font is a geometric sans-serif typeface family whose letterforms were inspired by examples of architectural signs of the mid-twentieth century. Developed for professional use, Fonts a large family, featuring four widths and eight weights.

Typeface 2

About selected Font Variable

Concept Font is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes. The variable version of Font (Included in Photoshop and Illustrator) contains all nine weight variations in one file. These variations are defined along an axis, starting from extra-light (200) and ending at ultra-black (900).

Font 1

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuv
 1234567890!?*

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Font 2

Variable Concept

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuv
 1234567890!?*

WIDE SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

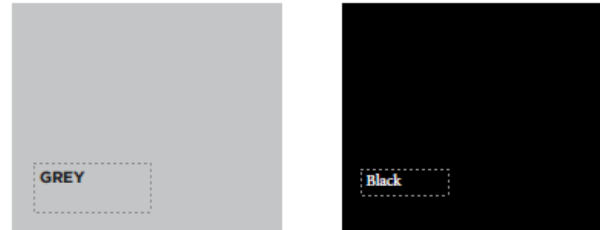
WIDE LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Typography

Primary Color Palette

The primary color palette is used as a base for all visual outputs. Grey and Black are used as primary colors and pair with all additional colors. Each main color on the top row is associated with a corresponding branch of the company and has secondary colors to use when building out collateral such as a presentation.



Secondary Color Palette

Secondary colors are used to compliment the primary palette and provide variations in contrast when building collateral. Secondary color combinations should be used only with its main corresponding branch color.



Color Palette

Hand Drawn Elements

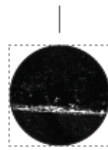
Gotham is a geometric sans-serif typeface family whose letterforms were inspired by examples of architectural signs of the mid-twentieth century. Developed for professional use, Gotham is a large family, featuring four widths and eight weights.



Textures

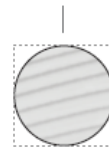
Gotham is a geometric sans-serif typeface family whose letterforms were inspired by examples of architectural signs of the mid-twentieth century. Developed for professional use, Gotham is a large family, featuring four widths and eight weights.

FOLDED PAPER



100% ON BACKGROUNDS/
10%-15% OPACITY ON TOP LAYER

INDUSTRIAL + CLEAN
ABSTRACT PATTERNS



USED ON
BACKGROUNDS

OPACITY GRID



USED ON TOP
LAYER OF IMAGRY

Brand Elements

Photography Guidelines

Overall Look + Feel

- Professional
- Down to earth
- Approachable
- Successful

Themes

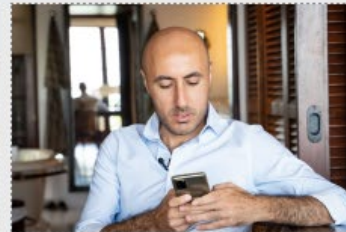
- Happy, Stylish People
- Classy Business Lifestyle
- Industrial, Abstract Patterns
- Work/Collaboration Environments

DO'S

- Utilize light and dark backgrounds/settings
- A mix of outdoor and indoor spaces
- Keep an even mix of Male/Female
- Diversity welcomed
- Good use of depth
- Consider images that compliment brand colors

DO NOT'S

- Do not use low-resolution images
- Stray away from tacky
- Not too dark
- No black + white colored photos of people



Brand Specific Photo Examples

Photography Guidelines

UBUNTU EDUCATION

DASHBOARD BUY SSB PROGRAM SUPPORT **Home**

Ready To Access our Program Startup Scaling Bootcamp

The program is very immersive and I will make sure you have all the support you need to succeed. For this reason there are only 20 spots available.

ONE TIME PAYMENT 3 MONTHS INSTALLMENTS

01 02 03

Qualify For Program **Choose Payment Plan** **Process and Enroll**

Before Enrolling you must setup a qualification call with Tarek to assess your fitness & commitment for the course. Usually a 30 min meeting online by appointments via Calendly.

Once you have created an account and qualified for the course, please head to Buy Program Page to choose your payment plan and proceed with checkout.

Once your payment is verified you will be given a link and password to access the program page and dashboard use the password to view our course material when prompted.

Then this program is exactly for you!

The program is very immersive and I will make sure you have all the support you need to succeed. For this reason there are very limited spots available.

APPLY NOW BOOK A CALL

Who is behind the Program

Hi, I am, **Tarek ElGammal** your SSB program instructor

- ✓ Certified Trainer
- ✓ Startup scaling expert & Coach

UBUNTU

HOME CONSULTING INVESTMENTS EDUCATION

Create and run a startup that will attract 7 figure investments in 12 weeks by learning a proven fundraising blueprint with 100% money back guarantee, no questions asked.

0 WEEK LEAD & 8 MONTHLY COACH TRAINING

ENROLL NOW

This course is exclusively designed and tailored for entrepreneurs eager to bring refinement to grow, scale & fundraise for their business before struggling to achieve the results they want.

ARE YOU STRUGGLING TO...

FEATURES IN THE PRESS

Tarek ElGammal featured with entrepreneurs such as Steve Co. Tarek on: Harvard Business School Capitalizing the economic crisis

Forbes PPMIND KANTAR SAFE KANTAR Forbes

ENROLL NOW

WHY SHOULD YOU ENROLL?

7 figures raised in less than 3 weeks

100+ entrepreneurs mentored

5 contents

4 personal startups founded

What People Are Saying About Us

By Tony Adams

Tarek has a great reputation in the field, and has able to help guide me in the right direction when I came for seeking the right strategy and a winning business.

By Khalid Alsharrah

Helped me look at things from different perspectives, put my pieces together, and build a plan for seeking Finance!

Website

Topic 1

Topic 2

Topic 3

Topic 4

Topic 5



Text



Text



Text



Text



Text

Social Media

Digital Backgrounds



Emails



Presentations



Business Cards




Marketing Collateral



YOUR COMMUNICATION PLAN


UBUNTU **EDUCATION**



The roadmap for
getting a message
delivered to a
targeted audience

COMMUNICATION PLAN

WHEN TO DEVELOP A COMMUNICATION PLAN

- Starting a new project
 - Building brand awareness
 - Launching a new product/service
 - Promotional/seasonal campaigns
 - Lead generation
- 

■ ONLY COMMUNICATE WHEN YOU

1. Understand your market
2. Have a clear target audience
3. Understand your audience
4. Your product is accepted
5. See basic retention
6. Clear brand guidelines



COMMUNICATION PLAN

■ HOW TO CREATE A COMMUNICATION PLAN

1. Identify the objectives of the plan.
2. Set KPI's for the plan
3. Decide on the project lead
4. Understand your target audience
5. Determine the message you want to send.
6. Determine the media channels
7. Check and set a communication calendar.
8. Set a timeline for the plan
9. Determine publishing frequency & time.
10. Track & evaluate results of the plan.





Growth & Scaling

UBUNTU**E**DU**CATION**

■ ESTABLISHING YOURSELF AS AN INDUSTRY LEADER

1. People connect with individuals
2. Establish authority in your field
3. Your audience need to trust you
4. Network and be present
5. Build your tribe

A survey conducted by Nielsen Showed that 83% of consumers trusted recommendations from friends and family over brands.

Similarly, 57% of consumers believe that less than 50% of brands produce relatable and authentic content.

■ WHAT YOU NEED TO DO

1. Update your profiles
2. Update your bio
3. Add all relevant experience
4. Add featured pictures
5. Share valuable content
6. Share industry research and case studies
7. Post videos
8. Post regularly
9. Be transparent and authentic
10. Be well informed about your industry innovations
11. Attend all important industry events
12. Be where your audience usually are
13. Love your audience & genuinely want to help them



BUILDING YOUR BRAND



HOW TO REACH YOUR CUSTOMERS

CUSTOMER ACQUISITION

1. Locate where they are online
2. Use their Lingo
3. Address their pain points
4. Promise their desired state
5. Use content Marketing
6. Be active on groups
7. Engage with them online
8. Build your email list
9. Use targeted ads
10. Affiliate marketing & influencers
11. Testimonials
12. Referral programs
13. Incentivize new customers

■ HOW TO RETAIN YOUR AUDIENCE

1. Fast responses to inquiries & complaints
2. Own up to your mistakes
3. Develop a customer feedback loop
4. Loyalty programs
5. Surprise & delight
6. Follow the 80 : 20 rule
7. Develop a customer communication calendar
8. Overdeliver on your promise
9. Personalize
10. Form a community around your brand
11. Be a part of you customers lifestyle



A person is sitting at a wooden desk, writing in a notebook with a pen. The desk is cluttered with various items: a laptop, a glass of iced coffee, a glass of water, and some papers. The scene is dimly lit, suggesting an indoor setting at night or in a low-light environment. The overall mood is focused and productive.

THANK YOU!