



SUCCESSMENT
We Ignite Revenue for B2B Startups

SUCCESSMENT MEDIA KIT

We Ignite Revenue For Diverse B2B Startups With
RevOps | Strategy | Marketing | Content | Creative | Consulting

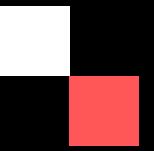
2023
Media Kit

Successment®, LLC

Successment®, BOOM®, Revenue Growth Formula®, Parallel Growth Plans®
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01

SUCCESS
MOMENT



Our Brand

■ OurGoal

We provoke economic growth and visibility for disadvantaged humans in tech. PERIOD.

Diversity, Equity, Inclusion, Access, and Belonging of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background deserve collective investment. We choose tech because it redefines humans, empires, and parity. We believe that those who ignore diversity are on the wrong side of innovation.

This isn't a moment, this is a movement.



MissionStatement

We are committed to seeing B2B startups succeed with revenue-focused marketing. We do this by showcasing their individuality, their uniqueness, and their value.



VisionStatement

We pledge to make diversity + inclusion of thought, race, religion, age, identity, gender, ability, color, class, and background a lifestyle.

We provoke market disruption for under-represented startups and establish their permanent place of power within the global economy.



CulturePillars

Our culture is B.O.L.D.

B - rave

We are growth partners. We focus our powers to provoke diverse new economies with innovative technology. We do this fearlessly with our incredibly driven startups, partners and team. We don't tiptoe, we stomp.

O - riginal

We show up authentically. We don't want to be Them. Our team is a collective of diverse revenue scientists and creatives. If data and science don't unlock solutions, our curiosity and swag will. We unleash the gift inside of humans.

L - imitless

We put the dream back into the focus of our partners by scorching the status quo. To scale is to electrify our culture. We excel at our impact because what others see as a challenge we see as a provocation.

D - iverse

We put Disadvantaged, Latinx, LGBTQIA+, Black, Female, Gifted, Stereotyped, Different, and Dismissed Humans FIRST. Don't get us started. Our squad represents the prism of humans. It gives us a divergent lens and a peak advantage. Share it.

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Our Visual Brand

OurLogo

We are a revenue growth partner for diverse B2B startups that provoke economic visibility for disadvantaged humans in tech. Our logo should quickly provide this vision.

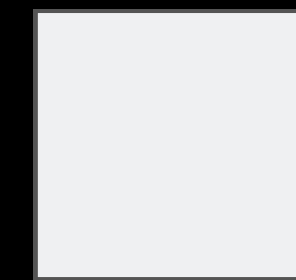
The main logo and icon are clean, stylized and uncomplicated. The full logo includes our stylized icon, our name, and our default tag line.

Meaning

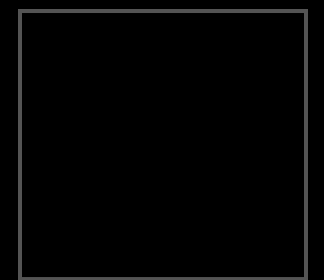
Our logo design represents technology, shown with its stylized "MS Code" feel. **The dual-colored "Successment"** represents our largest focus: an ongoing commitment to the success of our partners. Our **tagline**, "We Ignite Revenue for B2B Startups" succinctly shows that we are results-driven, while highlighting the benefit for our partners.



Successment Red



Neutral Gray
#eff0f2

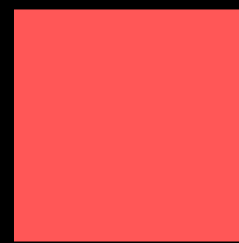


Blackest Black
#000000

OurColors

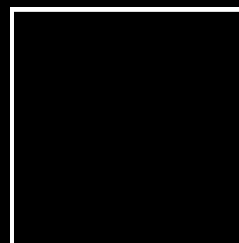
Main Colors

Our main colors are Successment Red, Blackest Black and Whitest White. Successment Red is used specifically to call out our proprietary products (i.e. BOOM), our benefits to partners (i.e. Ignite Revenue), and our signature: Successment.



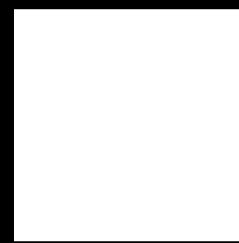
Successment Red

HEX: #ff5757
RGB: R255 G87 B87
CMYK: C:0% M:66% Y:66% K:0%



Blackest Black

HEX: #000000
RGB: R0 G0 B0
CMYK: C:0% M:0% Y:0% K:1%



Whitest White

HEX: #ffffff
RGB: R255 G255 B255
CMYK: C:0% M:0% Y:0% K:0%

Accent Colors

Our accent colors are Light Cyan Blue and Money Green. Light Cyan Blue is used very sparingly, with no more than 10% of the content on any given page or document. Money green is used only when dollar amounts are used (i.e. \$10M)



Light Cyan Blue

HEX: #38B6FF
RGB: R56 G182 B255
CMYK: C:0.78% M:0.29% Y:0% K:1%



Money Green

HEX: #1eb82c
RGB: R30 G184 B44
CMYK: C:84% M:0% Y:76% K:28%

When lighter colors or transparencies are needed, all colors can be reduced in increments of 25% except Successment Red, which should remain at 100% for any usage.

Logo Usage



Horizontal

Usage: Headers + Banners



Successment + Icon

Usage: Website + Docs



Successment.co

Usage: Promotional Items when our URL won't fit



Our black and red horizontal logo with tagline is our default usage.

- Use the appropriate square logo when our defacto logo won't fit.
- Use our black and red logo on light backgrounds .
- Use our white and red logo on dark backgrounds.

ProvokeVisibility

We unapologetically provoke economic growth and visibility for underrepresented startups. PERIOD.

Our #provokevisibility banner and growth + visibility logos are only for use when supporting this movement.



Growth + Visibility

Usage: Anything to do with SCT culture and purpose



ExclusionZone

The logo needs to breathe. It is prohibited to use any sort of artworks, typography, or any other graphical elements inside the 3x safety area.

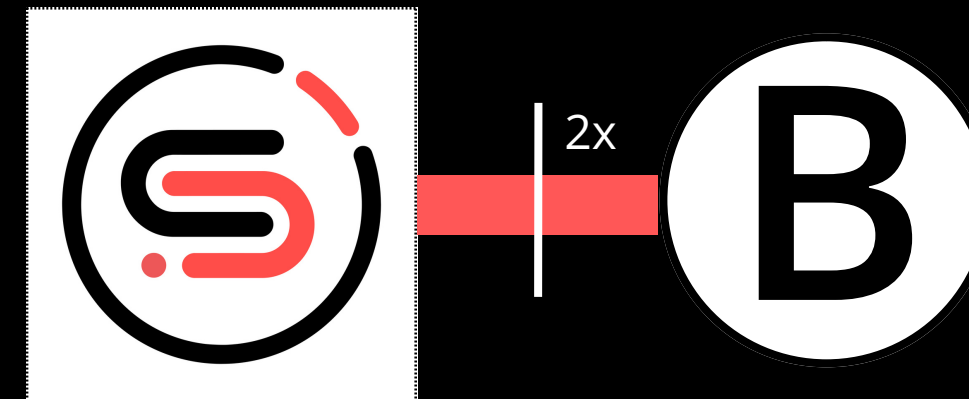
The icon has a 2x exclusion zone.



Partnership

For the sake of maintaining consistency in all owned and partner's mediums, the lockup should not be taken apart or altered in any way.

* Avoid vertical lockups, because of the horizontal logo composition



■ OurFonts

We believe in transparency and simplicity. Our fonts carry this idea, with clean lines and smooth transitions.

Primary Typeface

Our primary typeface is Open Sans for both internal and external communications.

OpenSans

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

1 2 3 4 5 6 7 8 9 0

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® © \$ € £ ¥ ¢ ; , .

Title Font:

OPEN SANS SEMI-BOLD, ALL CAPS

Heading 2:

Open Sans Medium, Capitalized

Heading 3:

Open Sans Light, Capitalized

Body Font:

Open Sans Regular

Our Trademarks

The registered trademark symbol [®] should always be included with the following processes

Successment®

Our name, our brand, our purpose - to build success through our commitment to purpose, partner and process

BOOM®

Our flagship process that ignites data, performance and process for steady revenue growth

Revenue Growth Formula®

Our RevOps Science Framework

Parallel Growth Plans®

Our dual-track approach that tracks both short and long-term progress within each revenue function by laddering growth KPIs up to OKRs.

Be Bold. Tell Your Story. Ignite Revenue®

Our call for people, prospects, and outsiders to come join us.

Our Process

Success in Four Simple Steps Called **B.O.O.M**

1. Begin

Goal: Develop a data-informed marketing & distribution strategy, and revenue lifecycle plan

Action: Perform in-depth marketing research & discovery, and develop an organic digital strategy

2. Operate

Goal: Execute a data-informed strategy, develop content, and activate marketing channels

Action: Deploy brand, influence, content, social and product campaigns, and support sales

3. Obviate

Goal: Leverage data to develop and deploy paid lead gen campaigns on marketing channels

Action: Deploy paid social, search, influencer and media campaigns to amplify growth

4. Maximize

Goal: Proactively leverage data and market feedback to elevate success and effectiveness

Action: Analyze campaigns and partner feedback, refine tactics, and increase lead exposure

SUCCESS



The Successment Squad

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Our Leadership



Jonathan J Mentor
Founder + CEO

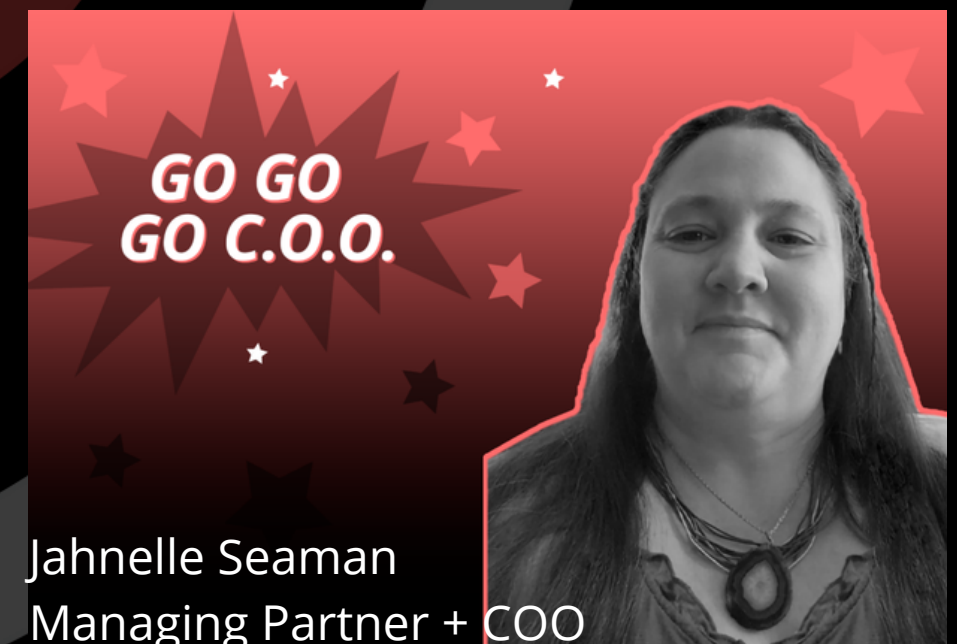
New York City native Jonathan J. Mentor is a respected marketing expert and the founder of Successment, a premier RevOps partner. As an author, founder, business leader, nationwide speaker, and consultant, Jonathan's work has been featured in national publications as a disruptive influencer of color within the start up, B2B and eCommerce market segments.

Seen in B2B Growth Podcast, FitSmallBusiness, Business Insider, Business News Daily and Business Insurance Magazine.

Jonathan recently relocated to sunny Florida. Outside of work? Catch him biking through the city with his daughter Zariah Rose or coaching others on business strategy, self-improvement, and fitness.

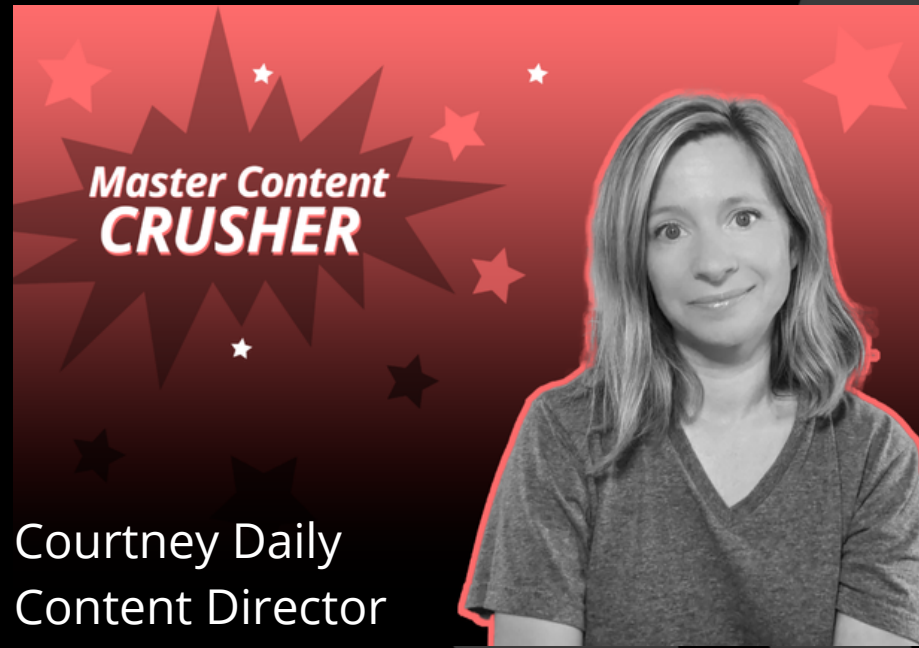
Jahnelle Seaman has been leading marketing attributed revenue growth for over 20 years. Her specialty verticals are SMBs, SMEs, and Fortune 500 companies. She has developed and managed thousands of pieces of conversion content across multiple industries including tech, renewable energy, and digital marketing.

Her superpower is leveraging data and systems to optimize marketing programs for greater revenue exposure. As the managing partner of the Successment team, her thought leadership keeps teams and processes growth-focused to the benefit of Successment's bold community of innovators, partners, and teammates.



Jahnelle Seaman
Managing Partner + COO

Our Leadership



Courtney Daily
Content Director

Courtney Daily built her acumen as a freelance writer with experience in multiple fields. Her background is in theatre and history, so her flair for the dramatic paired with academic know-how has helped make her an adaptable writer.

She has crafted articles for websites for everything from men's fashion, to flooring, to entertainment. She's partnered with businesses for landing pages, recruitment emails, and social media posts. As a leader in SEO content writing, Courtney can help your web pages get noticed.

Courtney is a mom to three boys and a community leader as a gun violence prevention advocate.

Chris White has been involved in web and graphic design, as well as website development, for over 15 years. He began creating graphics on logo sites for bidding and grew to include conceptualization, design and development for full websites. He's worked on several corporate brand websites

Successment's Creative Director, Chris spends his time in the dungeons of design, forcing the Internet to fit into his vision for Successment and partners.

On his off time, his favorite place to be is with his wife and daughter, enjoying family activities.



Chris White
Creative Director

Our Leadership



Brannoch Seaman has spent over a decade learning the ins and outs of various industries, including Food and Beverage, Retail, Construction and Agriculture. His experience in client-facing roles has given him strong insight into building partnerships and fostering relationships.

As Successment's Growth Coordinator, Brannoch supports business development for partners and the company. With the goal of creating long-lasting, repeat business, he works to scale processes for outbound marketing efforts, build strong brand awareness, and locate opportunities to maintain and improve customer success after the sale.

Often called a Midwestern hayseed, his favorite place on his time off is on the farm, enjoying the open skies.

Hannah fell down the Strategy Ops rabbit hole after graduating uni (degrees in International Relations, French, and Arabic), and still hasn't figured out how to climb out. That's okay though, because she loves it there! Her diverse international and linguistic background influences her approach to strategy and operations.

For Hannah, it's not about having all the answers. It's about asking all the right questions to find the answers. It's about thinking analytically, divergently, holistically, systemically, and laterally.

Hannah is a startup junkie who, after taking a few laps around the world, has settled in Brazil. She's afraid of passive voice, dangling modifiers, and social media algorithms.



Our Advisors



Irfan Jafrey
JD, MBA

Irfan Jafrey is a father, serial entrepreneur, philanthropist, accomplished author, and contributing editor for Forbes, Inc. and CIO Media. Irfan's career in technology spans nearly 20 years. Of his achievements was engineering the digital marketing agency Performics- Doubleclick which has since been acquired by Google.

A native of Pakistan and resident of Chicago, IL Irfan has found his passion in supporting promising technology ventures including his current project: Roosterly, a social media automation technology.

Irfan sit on Successment's Board of Advisors and provides the team insight on business development, legal counsel, sales, venture capital and technology.

Francois Modarresse is a seasoned marketing executive and serial entrepreneur with over 20 years of experience in digital media technologies, web + mobile services and social media.

After spending time leading global product development and marketing with industry leaders such as Philips Electronics and Dolby he moved on to consult for multi-national operations such as to the European-American Enterprise Council and the Entertainment Identifier Registry (EIDR) and is involved with the acceleration of several startups.

Francois sits on Successment's Board of Advisors and advises the team on marketing operations, venture capital, strategic planning and service development.



Francois Modarresse
Board of Advisors

Ignite \$10 in Revenue with **RevOps Science**.

hello@successment.co



@yoursuccessment