

# Mark II Ventures Brand Identity

Team Interviews

# 1. Ideal Partner / Target Market



1. **First Time Founders** with great ideas and drive but no execution.  
A. Passionate about making it happen.
2. **Talent** - that has been in the start up world but not been a founder  
A. Want to lead a ship as opposed to being onboard.



1. **Aspiring entrepreneur** - new product - might be first time - needs helps  
A. People's who's ideas with SAAS, software, leveraging AI (machine learning)  
B. Without tech talent  
C. B2B  
D. Expert in industry and see a need
2. **Talent**



1. **Repeat or First Time Entrepreneurs** - spotted unique opportunity in their expertise  
A. Southeastern US  
B. Core Tech markets outside normal geo areas
2. **Talent**



1. **First Time Founders** - Southeast
2. **Talent** - Southeast



1. **Humble First Time Founders** - Southeast people staring at problems - not technical - no idea are first steps to take to solve problems at scale - beacon of light in darkness - help navigate - first time founders - experienced founder - we help validate your idea - we will bring in experienced - Great idea who is humble enough to ride back seat
2. **Talent** - A Player - Experienced startup leader with successful exit



COACHABLE / HUMBLE FIRST  
TIME FOUNDERS



EXPERIENCED  
START UP TALENT

## SUMMARY

COACHABLE / HUMBLE FIRST TIME FOUNDERS. EXPERIENCED START UP TALENT.



## 2. Pain Points Solved



1. Access to the best VCs in the country, to successful playbooks, legal, human resources, and company experience.



1. Not a lot of people in our region with real good startup experience
  - A. Successful SAAS companies
  - B. Hub for ideas, talent and capital in the Southeast



1. We are high experience co-founder
2. Playbooks
3. Experience with successful outcomes
4. Talent - identify and hire talent
5. Network to capital investors



1. Lack of knowledge / Experience
2. Venture Capital Groups - We find talent that would be overlooked - Southeast
3. De-risking start ups / they've been vetted



1. Bridge - Beacon - foundation in southeast - accessible - access/proximity from underserved industries
2. Southeast focused - Nationwide network
3. Build team from ground up - like silicon valley would recognize but from south

**ACCESS TO VCs**



**ACCESS TO VALUABLE RESOURCES**



**LOWERING RISK**



**ACCESS TO SUCCESSFUL PLAYBOOKS**



**SOUTHEAST FOCUSED BUT GLOBAL NETWORK**



**ACCESS TO TALENT**



## SUMMARY

**ACCESS TO VALUABLE RESOURCES. LOWERING RISKS.**

### 3. Competition Differentiators



1. Southeast focused - lean into the local talent.
2. Approach differently - MIIIV will be a true co-founder invested not just monetarily but ACTIVELY working through tech problems as a partner
- A. Other studios mainly just invest and mentor.



1. Venture studios come up with their own idea internally - not looking to partner
2. Want to partner with experienced partners in Southeast
3. Other studios are outsourced development studios
4. Way higher level of legitimacy with Mark II
5. Our relationships with solid VCs
6. We are an actual Legitimate Venture Studio



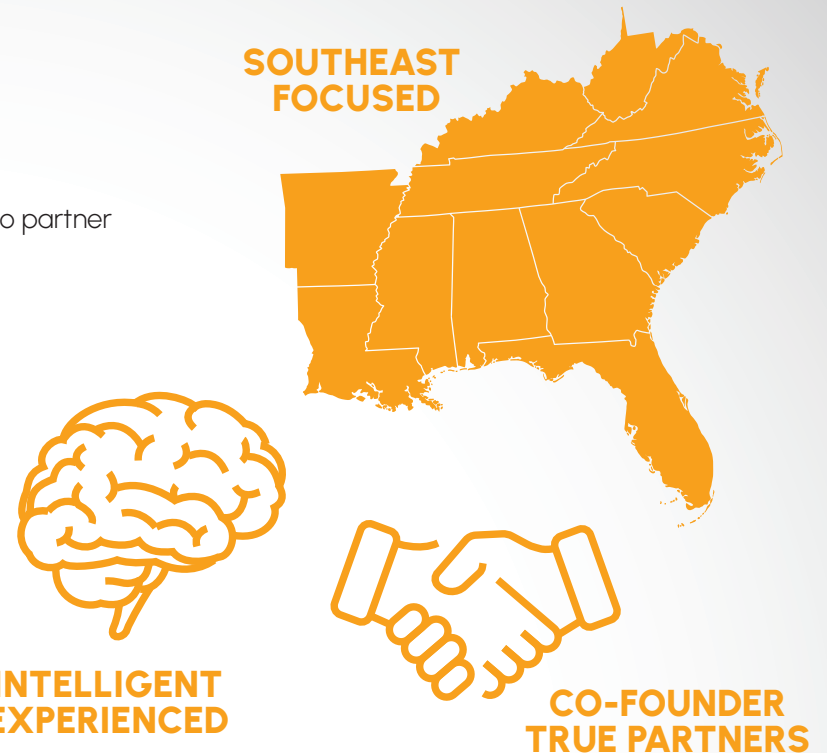
1. Partner with external entrepreneurs
2. Concentrated approach run through processes / product research
3. Only work with a few startups per year
4. Work closely with startups



1. Emotional vs Intellectual
2. Experience
3. Attitude - track record of success
4. Southeast location - lean on networks



1. They do largely internal incubation - we take in external concepts and build teams - they have have quarterly reports and see where VCs are investing - then they go after underserved areas - very analytical - done with no industry expertise
- Ivory Tower mentality - equation based
2. Mark II Ventures gets boots on the ground and builds a team



## SUMMARY

**ACTIVELY BEING A CO-FOUNDER. REAL PARTNERS.  
SOUTHEAST FOCUSED. ATTITUDE. CONCENTRATED APPROACH.**

## 4. Top Competitors



1. Fractal
2. High Alpha - Most similar to MIIV
3. Atomic
4. Pioneer Square Labs - Similar to MIIV



1. High Alpha (Indy)
2. Atomic VC (Miami)
3. Beta Works
4. Fractal (Closest structurally to Mark II)  
A. (They come up own idea and find CEO/CTO - not much equity)



1. High Alpha
2. Beta Works
3. Fractal



1. High Alpha
2. Y Combinator



1. High Alpha (Ivory Tower)
2. Founders Factory - Similar to Mark II
3. Incubators / Accelerators  
A. Why Combinator - Silicon Valley - 6 week accelerator program  
B. Brand equity is why they are successful



## SUMMARY

**HIGH ALPHA. ATOMIC. PIONEER SQUARE LABS. FRACTAL.  
BETAWORKS VENTURES. FOUNDERS FACTORY.**

## 5. How Do You Make Your Partners Feel?



1. Confidence - Don't feel lost
2. Supported - Things will go wrong but we are there to actively help through them
3. Trust



1. Functional - Experience - these guys have done what I want to do - have the playbooks
2. Emotional - Confidence
  - A. I don't know what I don't know
  - B. Do not know where to begin
  - C. Relief that someone can help



1. Empowered, Enabled, & Confidence
2. Experts in AI & SAAS



1. Confidence
2. Personalization - Customization
3. In the trenches



1. Feel confidence
2. Feel excited

**CONFIDENCE**  
**EXPERIENCE SUPPORTED EMPOWERED**  
**TRUST EXCITED ENABLED** EXPERTS  
**PERSONALIZATION CUSTOMIZATION IN THE TRENCHES**

## SUMMARY

**CONFIDENT. EXPERIENCED. SUPPORTED. ENABLED. VTRUSTED. PERSONALIZED.**

## 6. Why Do Your Partners/Audience Trust You?



1. Involve them in our process early on
2. Transparency and teaching
3. Validating the idea and teach them how the process works



1. Track record or success
2. Experience
3. Stats - Patrick and Glenn raised in over 200M in venture capital



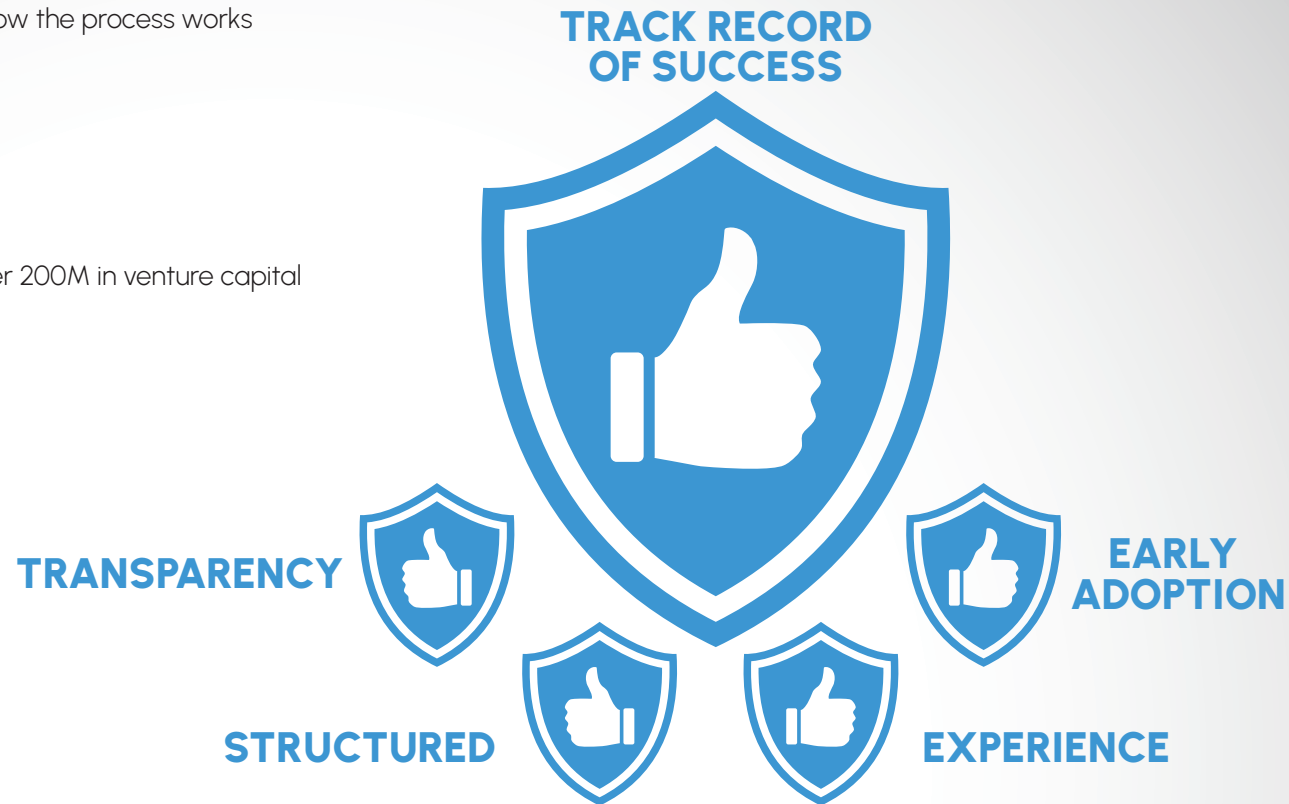
1. Track record of success
- A. We have built 0 to success
2. Structured and transparent process
3. Fail proof



1. Lean on past success with startups



1. Transparency - We show proces - you dont have to trust us - no secret sauce
2. Eventually show portfolio with successful companies - logos on site



## SUMMARY

**INVOLVED EARLY ON. TRANSPARENCY. TEACHING. EXPERIENCE.**



## 7. How Do You Want Your Partners To Perceive Mark II?



1. Founders - Professional and experienced/seasoned
2. Talent - Want them excited to work with us



1. Legitimate
2. Experienced
3. Pragmatic



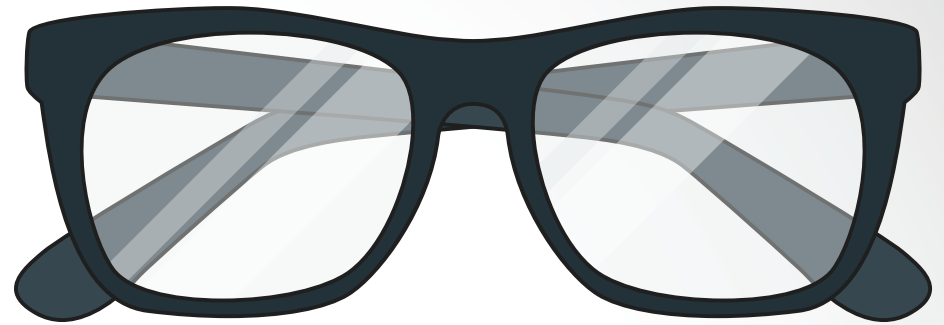
1. A trusted expert co-founder
2. Experts in SAAS
3. Experts in Marketplaces
4. Experts in AI
5. Change the ecosystem they are from
6. Best in class institution - building and launching



1. Partners - We've got your back / navigating while founder drives
2. Talent - opportunities and vision and working with transformative companies
- A. Excitement and Opportunity and Grow



1. First Time Founder - Beacon of light in darkness - with actionable playbook with proven success - Partner or Friend
2. Talent - More options - highly recruited - well paid jobs - Excited - give all the resources to make this a success - Derisking - great potential for risk to success ratio - Excited and Reduction of Risk



## SUMMARY

**PROFESSIONAL. EXPERIENCED. PARTNERSHIP. PRAGMATIC. EXPERTS IN TECH.**

## 8. How Do You Interact With Your Partners/Audience?



1. Google
2. Slack
3. Constantly collaborating



1. Website
2. Blog
3. LinkedIn
4. Need to do through podcasts / video



1. Digital presence
  - A. Marketing Site
  - B. Organic social
    - I. Thought leadership
2. Partnerships
  - A. University partnerships
  - B. Venture board of advisors
  - C. Accelerators & Entrepreneurship programs



1. Personable - fly out and work in person
2. Email / Slack / Monday
3. Blog / Video / Content



1. Blog post - Email - Intros -Live Call - Video Call
2. Where we fall apart - they are on Monday board then goes quiet
3. Chris has been given ownership of communication
  - A. Potential room for email process



## SUMMARY

WEB PRESSENCE. SOCIAL. BLOG. EMAIL. SLACK. GOOGLE. PARTNERSHIPS.



## 9. What Is Your Partners/Audience "Language"?



1. Technology - Pioneers and disruptors



1. Want to use tech savvy but speak plainly  
A. Balance



1. Founders - somewhat comfortable in tech - shouldn't dumb down
2. Talent - same



1. Founders - Non-tech - SAAS Jargon
2. Talent - Tech savvy



1. Founders - Non-technically savvy - North of folksy - Approachable - Establish confidence but not using buzz words
2. Talent - very tech



## SUMMARY

**TECHNOLOGY BUT APPROACHABLE.**

## 10. Positioning Statement



For **First Time Founders**, Mark II Ventures is the **Co-founder** among all **Venture Studios** because of **Our Talent, Playbook, Experience, Investment of XXX**



For **Aspiring Startups in the Southeast**, Mark II Ventures is the **Most experienced Co-Founder** among all **Uncharted Territory** because of our **Experience, track record of success, on the biggest stages.**



For **Entrepreneurs**, Mark II Ventures is the **Co-founder** which specializes in **SAAS, Marketplaces and AI** among all **Venture Studios** because of **the concentrated focus of their portfolio.**



For **Coachable First Time Founders**, Mark II Ventures is the **Southeast Focused - local venture outpost** among all **Venture Backed Resources** because **Proven track record of success, vision, and the access to our national network.**



For **Aspiring Founders**, Mark II Ventures is the **Trusted Co-Founder** among all **Ambiguous / Daunting Startup Landscape** because our **Experience, Prior Success, Playbook and Transparency**

## SUMMARY

**For First Time Founders, Mark II Ventures is the Singular Southeast Co-founder among all Venture Studios because of Experience, Proven Track Record of Success, Transparent Processes & Access to National Resources.**

## 11. What Are 3 Words That Describe Mark II?



1. Seasoned
  2. Invested
  3. Collaborative / Transparency
- A. Sometimes we won't invest but they will be better off because they see how this process



1. Legitimate
  2. Experienced
  3. Partner (not an investor)
- A. Same side of the table



1. Entrepreneurial
2. Creative
3. Capable



1. Visionary
2. Field tested
3. Intelligent



1. Capable
2. Transparent
3. Game changer from founders perspective

EXPERIENCED  
TRANSPARENCY  
TRUE PARTNERS

## SUMMARY

SEASONED. INVESTED. TRANSPARENCY. CAPABLE. INTELLIGENT.

## 12. What Are Some Issues With Your Existing Brand Identity?



Differentiation - We want to lean into the Southeast - We haven't figured out how to do that



1. Hard name
  - A. Mark II Ventures
2. Emotional appeal
  - A. Lean into that they are building with people who understand
  - B. We got your back



1. Communication
2. Mark II could go outside Southeast
3. Identity and voice that is anchored in Southeast but has global network and resources



1. No sense of what we have accomplished (Communication)



1. Communication - Not communicating that we build the team that is most likely to be successful
2. Validate the strength of idea and strength of founder separate



**COMMUNICATION**  
• ABOUT SOUTHEAST  
• BUILDING RIGHT TEAM  
• SUPPORT

**SUMMARY**

**COMMUNICATION ISSUES. SOUTHEAST CONNECTION. BUILDING THE BEST TEAM. SOPPORT.**

## 13. What Brands Do Your Admire?



1. High Alpha - Sophistication of company connected to website
2. Slack - highlighting their purpose and tone
  - A. Updates / explaining their tone - light and collaborative
3. Spotify - Brand on point - accessible and professional



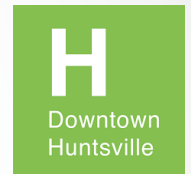
1. Atomic
2. High Alpha
3. Tesla / Apple



1. High Alpha - communicate and impactful - not arrogant - confident
2. Fractal - Lots of content - accessible and approachable
3. Palantir



1. Apple - First one comes to mind
2. DHI - Downtown Huntsville Inc.



1. Chick-fil-a
  - A. Quality of food and service
  - B. Faced controversy but because of quality people still come



## SUMMARY

**SOPHISTICATION. APPROACHABLE. COLLABORATIVE. ACCESSIBLE.  
PROFESSIONAL. QUALITY OF PRODUCT.**



## 14. How Will You Test Brand Perception?



1. Pipeline of ideas – founders reaching out to Mark II to partner  
A. They shouldn't have to ask what Mark II brings to table
2. Bringing on talent – they should come to us wanting to work with Mark II



1. Prior to talking to them they know what Mark II does  
A. They know we are not an investor



1. Top of funnel
2. New talent and ideas  
A. Conversions
3. Content / SEO
4. Channel partnerships will flourish – Duke and on to other universities



1. Increase web traffic (SEO)
2. Blog Series
3. Conversion
4. Invited to accelerators



- 1.
- 2.



**ATTRACTING  
START UP  
TALENT**



**IMPROVED  
CONVERSIONS**

**SUMMARY**

**ATTRACTING IDEAS/TALENT. SEO / CONVERSIONS.**

## 15. What Is Mark II's Mission or Brand Purpose?



1. Core mission is to enable founders with great ideas to execute on it who would have no idea how to execute on it
2. Not looking for successful founders already to do it again



1. To build an ecosystem of success for our founders, talent network, and partners by serving overlooked industries with solutions to their biggest problems.



1. Mark II is here to enable the next gen of entrepreneurs
2. Going to change the ecosystem
3. To launch and scale profitable technology companies which focus on overlooked industries with founders in geographies outside of core technology markets.



1. We make ideas reality.
2. Big ideas and whiteboard out and iterating on them - refining them and then to market
3. We workshoping everything (Book - Creativity Inc)



1. To build an ecosystem of success for our founders, talent network, and partners by serving overlooked industries with solutions to their biggest problems.

## SUMMARY

**To build an ecosystem of success for our founders, talent network, and partners by serving overlooked industries with solutions to their biggest problems.**



## 16. How Did Mark II Ventures Begin / Origin Story?



1. Managing partners are successful founders and wanted to know what's next
2. Bring what they learned and build ecosystem in Southeast



1. Glenn and Patrick were investing and were getting asked to take a more active role. People in the region didn't have access to the same people, playbooks they do.



1. The Southeast is full of great founders but simply lack capital, and the know how and the talent
2. Glenn and Patrick was just starting point of pulling in great talent, rock scientists, repeat entrepreneurs - **Gravitational force**
3. People who have built startups in the south despite all odds against them pursuing a desire to help others do the same



1. Glenn and Patrick - Patrick found him
  - A. Like the idea of taking 4-5 first time founders a year and helping them make ideas happen
  - B. We want to do big stuff that makes a difference



1. People who have built startups in the south despite all odds against them pursuing a desire to help others do the same

## SUMMARY

## 17. Mark II's Public Persona?



1. **Bill Campbell** - Trillion dollar coach - Mentor Steve Jobs
  - A. Differentiate between coach and mentor
  - B. Coaches are getting their hands dirty - he cared



1. **Carl Sagan**
  - A. Approachable but an expert



1. **Warren Buffet**
  - A. Very grounded
  - B. Seems accessible
  - C. Simple advice



1. **Robin Williams**
  - A. Intelligent and on point
  - B. Truly talented
  - C. We need to be genre agnostic



1. **Mathew McConnehy**
  - A. Top of game - serious about his craft
  - B. Produces a great product
  - C. Approachable / Accessible



Bill Campbell  
VP of Marketing - Apple



Warren Buffet  
Berkshire Hathaway



Mathew McConaughey  
Actor



Carl Sagan  
Astrophysicist



Robin Williams  
Comedian

## SUMMARY

**COACHING. TEACHING. APPROACHABLE. SOLID PRODUCT.  
EXTREMELY TALENTED. VERSATILE.**

## 18. What Brand Personalities Is Mark II Similar To?



1. High Alpha - These guys know what they are talking about  
A. Hides process a bit
2. Pioneer Square Labs - Down to earth approachable  
A. You see their team and they are explaining processes



1. Very approachable but high expertise
2. Berkshire Hathaway  
A. Not snooty



1. High Alpha  
A. Simple look - Clean - Direct
2. Repel Ventures



1. Coca-cola - as ubiquitous
2. Apple - artist in digital space



1. Founders Factory
2. TurboTax? Empowers everybody to do something comple

 **High Alpha**



*Coca-Cola*

  
intuit  
**turbotax**

**FOUNDERS  
FACTORY.**

**SUMMARY**

**DOWN TO EARTH. APPROACHABLE.**

## 19. What Does Your Voice/Tone Sound Like?



- A. Confident / Experience
- B. Informative and Transparent



- 1. Not carried away by the hype
- 2. Focus on fundamentals on customer
- 3. Opposite of MBA buzzwords
- 4. Approachable
- 5. Raising the most money isn't success



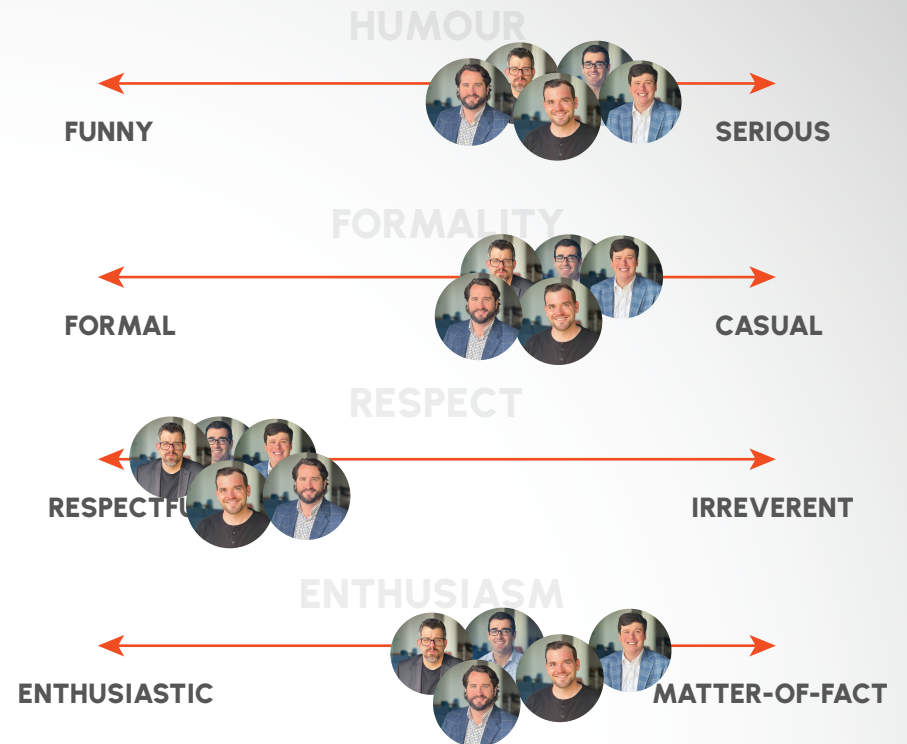
- 1. Expertise
- 2. Credible
- 3. Genuine
- 4. Concise



- 1. Voice - Future of tech, SAAS integrating business
  - A. First time founders embrace use tech advancements
  - B. AI
- 2. Confident, Intelligent, Reassuring and Provocative



- 1. Anti-jargon - Use Layman's terms
- 2. Don't sugar coat but with confidence



\*The Four Dimensions of Tone of Voice  
NN/g Nielsen Norman Group  
[nngroup.com/articles/tone-of-voice-dimensions](http://nngroup.com/articles/tone-of-voice-dimensions)

## SUMMARY

**CONFIDENT. EXPERIENCED. TRANSPARENT. APPROACHABLE. STRAIGHT TALK.**

## 20. How Should Your Logo Communicate Your Brand?



1. Simple
2. Not just the word or just type
3. Moving forward - innovative - forward facing



1. We are builders
2. Dependable
3. Approachable



1. Innovative
2. Malleable
3. Complex but simple



1. Confident, Intelligent, Reassuring and Provocative



1. We are modern and have great design taste



## SUMMARY

**SIMPLICITY. FORWARD MOVING. PROFESSIONAL.**



## 21. What Colors Do You Think Best Represent Brand?



1. Forceful – Confident, bold & assertive
2. Gray shades for support



1. Good with current



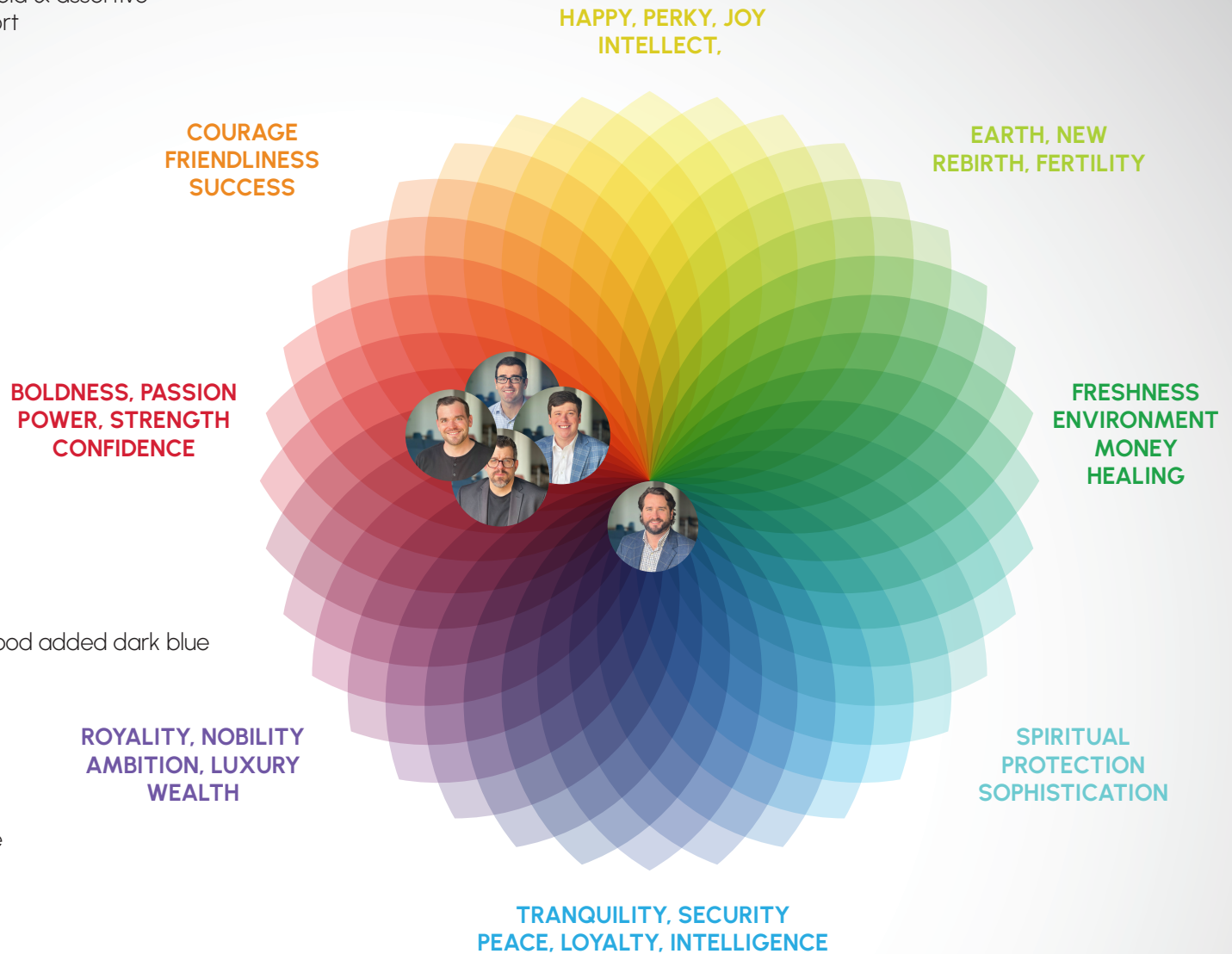
1. Blues
2. Good with current



1. Color layout is good – good added dark blue



1. Good with color palette



## SUMMARY

**BOLD. GRAY & NAVY ACCENTS.**

## 22. Current Submitted Brand Guide, Good, Bad & Ugly?



1. **Good** - Powerfully visually clean. Good colors. Good introduction to brand
2. **Bad** - Leaning too much on curves.



1. **The Good** - Brand Tone copy is good. What's in the name is good.
2. **The Bad** - The Background, Mission needs work



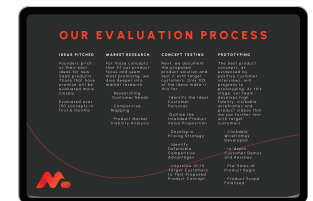
1. **The Good** - Logo is close, color is good, clean,
2. **The Bad** - Copy (volume of copy) - Be more terse.



1. **Good** - Logo, Color
2. **Bad** - Communication - Southeast, Approachable



1. **Good** - Liked aesthetic - Very solid
2. **Bad** - Our background sounds jargony - mercurial wasn't good word - not approachable - Communication theme is most missing we are going to build a team around



## SUMMARY

**GENERAL AESTHETICS ARE GOOD. COMMUNICATION OF FUNDAMENTALS IS LACKING. SMART BREVITY.**



# Actions

What now?

**SOUTHEAST (33)**  
**EXPERIENCED (22)**  
**PARTNERS (21)**  
**APPROACHABLE (17)**  
**TRANSPARENCY (16)**  
**TRACK RECORD (9)**

Mark II Ventures' main brand identity issue is around communicating some of the key terms above in a trustable, knowledgable, and yet down-to-earth tone. We need to stay brief in our copy while hitting our main key words and phrases to drive home our core values, beliefs, and expertise.

# ACTIONS: OUR BACKSTORY

## OLD

Aspiring startup founders in the Southeast lack access to experienced startup talent. And it is often the presence of experienced startup leaders with proven playbooks for building and launching new products that separates startup success from failure. It was the recognition of these facts that led to the creation of Mark II Ventures.

We are a team of successful startup founders and builders from the Southeast who are passionate about helping foster the innovation culture in our region. Collectively, our team serves as an "institutional co-founder" of new tech-focused startups in our region, providing our portfolio of companies with access to our network of talent, our resources and playbooks, and our connections to leading investors.

We combine our knowledge of the "Silicon Valley playbook" with our experience and pragmatism to help our founders navigate launching a new product and company the right way. Our experience has made Mark II a safe harbor from the mercurial nature of the coastal tech worlds at a time when founders in our region need it the most.

At Mark II Ventures, we have the experience, the network, and the capital to build exceptional companies hand-in-hand with the founders in our region.

## NEW

Mark II Ventures was founded on the **successful track record** of Glenn Clayton and Patrick Cooney who recognized the overlooked and untapped venture talent, resources, and revolutionary tech ideas streaming from the **Southeast**.

They took their combined knowledge and **experience** of the "Silicon Valley playbook" with their **experience** and pragmatism to **partner** with founders to navigate launching a new product and company the right way. They began building a team of like-minded successful start up leaders and developed a rigorous and **transparent** process to take first time founders from ideation to product-market fit launches. The combined **experience** of the Mark II Ventures team with a thorough iteration product process, has made Mark II a safe harbor from the volatile nature of the coastal tech worlds at a time when founders in our region need it the most.

At Mark II Ventures, we are **true co-founders** who have the **experience**, the **global network**, and the capital to build exceptional companies hand-in-hand with the founders in our region.



REDUCED AND  
FOCUSED COPY

BOLD GRAY

## OLD

Mark II Venture's core purpose is to partner with the next generation of revolutionary ideas that will shape and transform our world into a new, positive, and improved technological future. We have the skill sets to remove the barriers for these ideas to grow and flourish. We have the acumen to amplify and accelerate ideas to reality through our industry knowledge, vast nation wide networks, and experience with successful startups. Our focus is where we have thrived and have made our professional marks in this world: In start-ups, in technology, and in the untapped resources of the Southeast of the United States.

## NEW

Our mission is to build an ecosystem of success, combining the talent of our founders, the **experience** of our partners, and the depth of our networks to bring transformational technologies to market. While we are a gravitational force for success in the **Southeast**, we are leveraging the region's untapped talent and underserved ideas to improve every corner of the globe.



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FOCUSED COPY

**WEB COPY  
BLOG CONTENT  
SOCIAL POSTS  
VIDEO CONTENT  
PODCASTS**

All web copy content and marketing promotional material needs to keep continuously and repetitiously contain our key message of the aspects that sets Mark II Ventures apart from our competition.



# WE ARE BUILDING AN ECOSYSTEM OF SUCCESS

We are successful start up **partners** bringing our **experience** to create a gravitational force of start up success and untapped talent in the **Southeast**.

**Build With Us**



# WE TURN IDEAS INTO REALITY

We are a true Southeast co-founder venture studio whose proven successful track record, transparent product processes, & accessible global resources launch revolutionary products.

FOCUSING  
ON ALL KEY  
MESSAGING

**Build With Us**





# WE ARE A GRAVITATIONAL FORCE FOR SUCCESS IN THE SOUTHEAST

We are successful start up **partners** bringing our **experience** to  
create a gravitational force of start up success and untapped  
talent in the **Southeast**.

**Build With Us**

# ACTIONS: LOGO

ADDED MORE  
DEPTH WITH  
GRADIENT



DEFINING  
SEPERATION  
LINE



ADDED NAVY  
BLUE COLOR  
OPTION

DEFINING  
SEPERATION  
LINE

