

Tab 1

|-----[Hero Section]-----|

A New Way of Creating Together

Creative Collaboration Through Adaptive Partnership

[Visual: Abstract representation of different scales working together]

|-----[Intro Section]-----|

Over the past few months, here at Iris Cocreative, we've been reimagining our creative collaboration model to better serve our growing network of clients and creative team members. Our new service model combines focused attention with flexible engagement, ensuring your vision comes to life through sustainable, strategic partnership. Like a garden that thrives through intentional cultivation and care, our approach nurtures sustained creative growth and meaningful transformation.

|-----[Model Section]-----|

Our Evolution

Our team's collective experience of working on hundreds, if not thousands of creative projects has taught us a lot. We've discovered that great creative work flourishes beyond traditional time blocks or project management systems. What transforms ideas into impact is the natural alignment of vision and execution, the flow of genuine creative engagement, and a sustained commitment to bringing possibilities to life. Our new model embraces these insights, offering a structure that adapts to your needs while nurturing excellence in all we create together.

| - |-----[Inner Containers or Boxes]-----| - |

The Parts:

A Monthly Rhythm

Each month begins with collaborative goal-setting, where we align our creative capabilities with your objectives. A dedicated Iris creative partner ensures smooth coordination, while our team of designers, developers, and creative specialists brings your vision to life. Think of it as having an expert creative partner who steers the ship while you control the destination and pace.

[Visual:radial diagram with 12-axis symmetry, waveforms]

A Full Suite of Services

The support can include anything we offer, including creative facilitation, branding, product development, digital design, Webflow website development, animation, and copywriting. Our growing team has extensive experience in a variety of fields. We'll bring in advisors, creatives, developers, and facilitators as needed to help us on our creative journey.

[Visual:gallery of icons or just boxed labels]

An Evolving Ecosystemic Platform

A key part of our new service model is the tech stack we're using and the custom platform we're building on our own website. Frustrated with the limitations of project management tools we've decided to build our custom creative management system using Webflow and other technologies we've mastered for client projects. The platform gives our work together a living digital home where we can easily track initiatives, browse creative resources, and access everything related to our work together.

[Visual:simple mockup of dashboard UI]

Creative Journey Stewardship

Your dedicated creative partner will guide you through our management process designed to powerfully ideate, organize, execute, and analyze creative efforts. We organize our work into initiatives - clear pathways of creative development that align with your vision and goals. Whether launching a new website section, developing a content system, or transforming your brand presence, each initiative moves forward with purpose and clarity while maintaining the flexibility to adapt as opportunities emerge.

[Visual:gantt-chart graphic illustrating initiatives]

Human-Centered Design Process

We structure our design initiatives through 'user stories' – clear narratives that keep us focused on real human needs and experiences. These stories live within our carefully crafted system that

brings order to complexity without constraining creative possibility. It's a framework that helps us stay oriented toward your goals while remaining responsive to new insights and opportunities.

[Visual:human-centered design diagram]

An Aligned Team Here to Serve

We carefully cultivate relationships with talented individuals who share our commitment to purpose-driven projects and meaningful impact. This means you're not just accessing technical expertise – you're collaborating with creative partners who intuitively grasp the nuances of conscious business, cultural evolution, and social impact. Each team member brings their unique perspective and specialized skills while sharing a fundamental alignment with the transformative nature of our clients' work. As your initiatives evolve, we thoughtfully match them with team members whose expertise and sensibilities best serve your vision.

|-----[Engagements Section]-----|

Engagement Scales:

Shaping Your Creative Journey

We've designed distinct scales of engagement to support different paces and scopes of creative development. Each scale enables specific possibilities for concurrent development while maintaining the focused attention your vision deserves. Whether you're looking to steadily evolve your digital presence, launch a new product, or transform your entire creative ecosystem, there's a natural scale of engagement to support your journey.

As you'll see below, each scale is designed not just around capacity, but around the depth of creative partnership and strategic support we can provide. Your journey might begin at one scale and evolve to another as your needs change – our framework is built to grow as you grow.

[Visual:dynamic visual showing scale progression]

Scope and Limits:

Initiatives and “Creative Effort Units”

Each engagement scale defines how many meaningful initiatives we can advance simultaneously. Initiatives will naturally vary in scope and complexity. To manage initiative sizes and engagement scopes we've devised a system we're calling “Creative Effort Units”. Our hope is this system will

enable clear, transparent planning and resource allocation. CEUs help us map the scope of different creative initiatives and maintain clarity about what we can accomplish together each month. Small updates might require a single CEU, while more substantial developments like new site sections or brand elements might need two or three. Each scale of engagement provides access to a monthly allocation of CEUs, letting us tackle multiple initiatives while maintaining clear expectations about what we can accomplish together. This approach lets us have straightforward conversations about priorities and helps you understand exactly what's possible within your chosen scale of engagement.

Small Effort: 1 CEU

- Quick design updates
- Content adaptations
- Simple Lotte animations

Medium Effort: 2 CEUs

- Simple page designs
- Brand element creation
- Simple animations

Large Effort: 3-4 CEUs

- Complex page designs
- Brand system development
- Integrated campaigns
- Complex animations

Monthly Engagements:**Prism Scale (\$1,920/month)**

Focus on 1-2 key initiatives at a time

4 Creative Effort Units per month

Perfect for steady, intentional progress

Weekly check-ins, bi-monthly creative sessions

Example of what's possible:

- Launch a polished 3-5 page Webflow site in 4 months
- Develop advanced brand identity in 2 months

- Build a stellar pitch deck in 1 month

Flow Scale (\$3,648/month)

Advance 2-3 parallel initiatives

8 Creative Effort Units per month

Faster creative velocity ideal for accelerated creative evolution

Bi-weekly check-ins, weekly creative sessions, tailored workshops

Example of what's possible:

- Launch a polished 3-5 page Webflow site in 2 months
- Develop advanced brand identity in 1 months
- Steadily evolve a membership platform
- Launch and monitor multiple campaigns
- Automated product improvements

Momentum Scale (\$6,912/month)

Drive 3-5 concurrent initiatives

16 Creative Effort Units per month

Rapid response creative partnership, best for fast growing organizations.

Regular check-ins as needed, deep creative sessions as needed, tailored workshops

Example of what's possible:

- Launch a comprehensive web presence in 4-6 weeks
- Full brand ecosystem development in 2 months
- Advanced product development system
- Rapid iteration and product evolutions

Horizon Scale (\$12,288/month) - *Coming Soon!*

As many simultaneous initiatives as needed

32 Creative Effort Units per month

Priority creative response for organizations pursuing comprehensive digital transformation

Full creative ecosystem activation.

Rapid response creative partnership, best for fast growing organizations.

Regular check-ins as needed, deep creative sessions as needed, tailored workshops

- \$12,288/month

- Perfect for: Organizations pursuing comprehensive digital transformation

Our Evolving System

The CEU system is something that will get clearer over time as we evolve our model. Eventually we will have a library of ‘creative efforts’ that will make it easy to understand and select different kinds of creative efforts. For now, we can work with you 1-on-1 to develop a mutual understanding of what’s possible at a given engagement scale. We want to make it easy for you to see how your investment will be utilized.

|-----[Benefits Section]-----|

Partnership Benefits

All engagement scales include the following:

- Dedicated Creative Partner
- Digital Workspace Access
- Resource Library
- Creative Asset Development
- Strategic Advisory
- Flexible Engagement Adjustment

Commitment Benefits

- 10% discount on 6+ month commitments
- Non-profit discounts available
- Flexible scale adjustments
- Transparent resource allocation
- Regular progress tracking

Working Together

- Advance work scheduling for optimal focus
- Swift response capability
- Synchronous and asynchronous collaboration options
- Clear communication protocols
- Resource tracking and management

| ----- [CTA] ----- |

Ready to Transform Your Creative Journey?

[Button: Schedule a Discovery Call]

?[Button: Download Detailed Service Guide]

| ----- [Success Stories] ----- |

Success Stories

[Carousel of client testimonials and/or case studies]

| ----- [Sustained Support Section] ----- |

Sustained Support

After completing an initial engagement cycle, we offer two sustained support scales that keep you connected to our team and services. These include monthly advisory sessions focused on your evolving work, analytics analysis, and strategic growth recommendations. Beyond basic website hosting and maintenance, your presence in our ecosystem means you benefit from continuous improvements as we advance our tools and capabilities across all client projects.

Advisory Sessions

Our advisory sessions tap into a growing network of aligned experts - from marketing specialists and product designers to content consultants, architects, event planners, organization design coaches, and regional experts. You can even connect with other clients in our ecosystem to learn from their creative journeys, fostering a community of shared wisdom. We encourage this reciprocal exchange by inviting you to share your own expertise as compensated advisors within the network. Your participation as an advisor can offset the cost of your engagement with Iris. All sessions are recorded and preserved on your digital platform as '**artifacts**' for future reference. You can choose to keep these artifacts private or to share them with the broader network.

Pulse (\$425/month)

Up to 1 advisory session per month

Light design/dev support as needed

Analysis of analytics and key product suggestions

Automatic Ecosystem Upgrades

Best for: Maintaining something great

Rhythm (\$850/month)

Up to 2 advisory sessions per month

Fuller design/dev support as needed

Analysis of analytics and key product suggestions

Priority support for maintenance requests

Ecosystem Upgrades

Best for: Active maintenance and incremental improvements

|-----[Journey Packages]-----|

Journey Packages

Have a particular budget and timeline in mind?...

Digital Presence Launch

- Month 1-2: Momentum Scale (Foundation & Design)
- Month 3-4: Flow Scale (Development & Content)
- Month 5+: Prism Scale (Maintenance & Evolution)

Tab 2

Misc notes

(old)

Creative Initiatives Framework

Each scale defines how many meaningful initiatives we can advance simultaneously, with initiatives naturally varying in scope and complexity. To provide clarity around capacity without becoming too mechanical, we can define initiatives in three natural tiers:

Initiative Tiers:

Focused Initiatives (Quick wins, rapid evolution)

- Design refreshes
- Content adaptations
- Feature enhancements

Core Initiatives (Substantial developments)

- New site sections
- Brand evolution
- Complex feature development
- Vision articulation

Transformative Initiatives (Complete evolutions)

- Full website launches
- Brand system development
- Integrated campaigns
- Platform development

[Visual: 3-column grid, 3 sizes of bento boxes]