everything design

Design your right to win

Strategically, verbally, visually

B2B BRANDING, WEBSITES AND FILM · BENGALURU · SINCE 2019

COMPANY PROFILE · V1.16 · 8 OCTOBER 2026

Most B2B companies are better than buyers think

We close that gap. We learn your business until we can explain it better than your sales deck does. Then we build the name, the story, the identity, the website and the film that make the right people remember you.

B2B is the only thing we do.

Since 2019 · 49 people · Bengaluru

Grundfos, Trinas, Zuora.
They keep coming back.

8 out of 10 clients do. A few of them:

- → **Grundfos** · 6 projects. Giri, their brand manager, found us at Tredence, where we did 5, and brought us to Grundfos
- → **Trinas** · back for the next one, and the one after
- → **Zuora** · 5 films, 2 explainers
- → **Sevenloop** · 3 brand projects, 3 websites, 1 film
- → **Manupatra** · 9 projects
- → **DWIH** · on retainer for 4 years
- → **Z47** · on retainer
- → **BOTIM** · then PayBy, then CashNow, from the same group
- → **Vecton** · then they sent us Pepper
- → **Cloudphysician** · film, landing page, booth, brochures, website
- → **Stellaris** · then their portfolio companies Turno and Kandou AI
- → **FortunaPIX** · 5 projects and counting
- → **Solytics Partners** · website, 3 films, and now a retainer
- → **Factors AI** · 2 reports
- → **SimpliContract** · 3 projects
- → **Tazapay** · 2 films
- → **HowFrameworks** · 2 projects, and great friends now

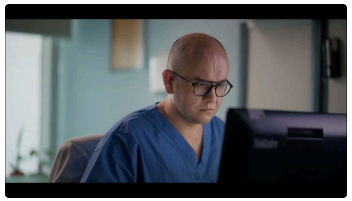
There are more, but you get the picture.

What changed after we shipped

Easier sales calls

"Conversations with our clients have become so much more easier now."

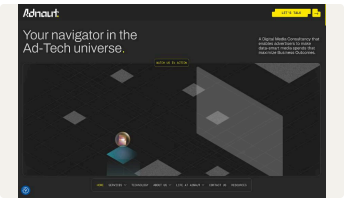
SEVENLOOP · MANUFACTURING



First US client

Closed a couple of weeks after they first showed our product film.

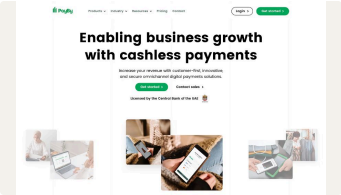
CLOUDPHYSICIAN · PRODUCT FILM



40 to 60% better

Bounce rate and session time, by their own measurement. More enquiries and better hires.

ADNAUT · AD-TECH



Signups up

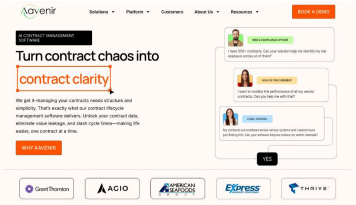
So many that the fraud team had more to screen. Conversions up, bounce down.

PAYBY · PAYMENTS

1.5 to 2.5 min

Session time after the new website launched.

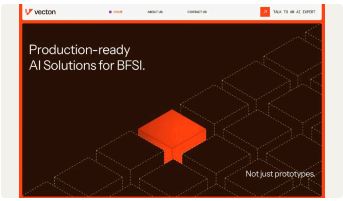
INDIAN VCS · VENTURE CAPITAL



Leads converting

The new messaging directly contributed to multiple leads converting.

AAVENIR · CONTRACT MANAGEMENT



Better hires

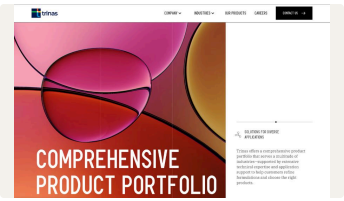
Candidates arrive having understood the business from the website.

VECTON · AI FOR BANKS

People want to buy

"Somebody I've been showing this page to feels like buying it." Their founder.

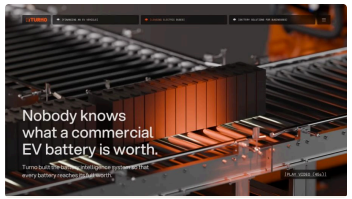
CUZOR LABS · ELECTRONICS



People want in

"A lot more people are trying to be associated with us now." Khurram Syed

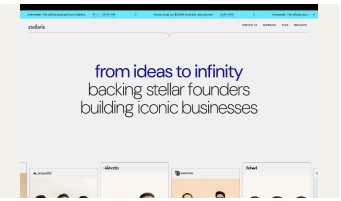
TRINAS · CHEMICALS



People want to join

After launch, people told the team they wanted to work in the battery space after seeing it.

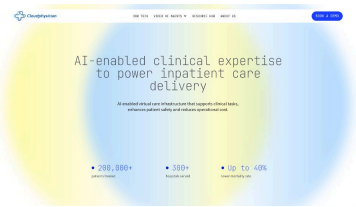
TURNO · BATTERY INTELLIGENCE



People asked who made it

"We got six or seven messages asking who our agency was."

STELLARIS · VENTURE CAPITAL

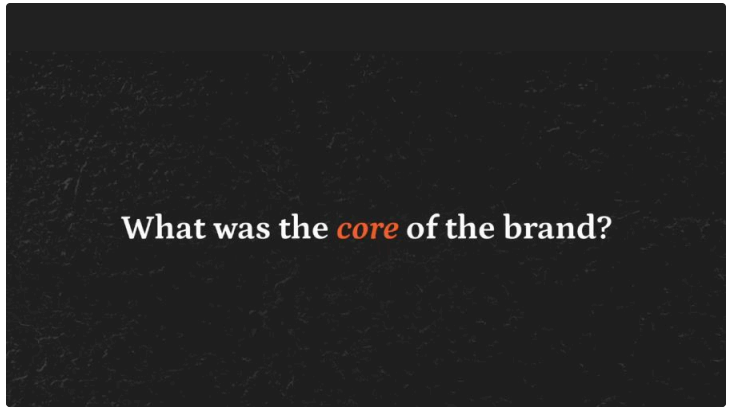


Understood in the US

After the website rebuild, US prospects said: "I understand what Cloudphysician does and what problems you solve."

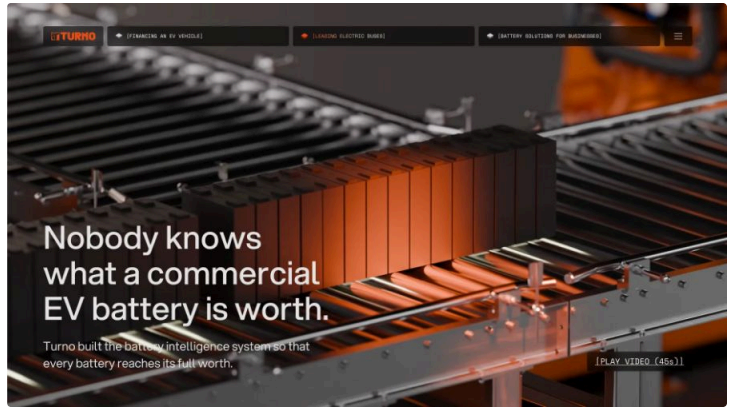
CLOUDPHYSICIAN · WEBSITE

We do three things. Only for B2B.



Branding

Workshops, positioning, a point of view and a manifesto. Then the verbal and visual identity that carry it.



Websites

Strategy and messaging first. Then the copy, the design, and the animation and interaction that tell the story. Built in Webflow or Astro, and yours to run after handover.

Film

Live action, 2D, 3D and stop motion. Brand stories, product films, explainers and launches.

We write the manifesto too

Before the identity, a brand needs something to stand for. This is the one we wrote with Becoming Quotient.

BECOMING QUOTIENT · LEARNING & DEVELOPMENT ↗

What an opportunity...

To shape your people.
To nurture them.
To raise their potential.
To build.
To build people.
To create the conditions.
To create the conditions for greatness.
To do right by your people.
To care for their growth.
To invest in them and see it come back tenfold.
To guide them.
To guide them right.
To challenge them.
To trust them.

To hold them to more.
To see them rise to it.
To watch someone become.
To measure their progress.
To show them the path they're on.
To show them how far they've come.
To give them evidence of their own progress.
To give them a living record that stays with them long after they've left.
To be the chapter they talk about.
To be the place they grew.

To see your people grow right in front of you.
To see your people go on to conquer the world.

To know you were part of how they got there.

What an opportunity

Some names you'll know

BCG BOSTON CONSULTING GROUP	BOEING	Infosys®	tcs TATA CONSULTANCY SERVICES	Jio	JPMorganChase
BAYER	GRUNDFOS	ZUORA™	Razorpay	TREDENCE Beyond Possible	fractal
Z47	stellaris	airtel business	Botim	pepper	UB UNITED BREWERIES LIMITED PART OF THE HEINEKEN COMPANY
SBI	BAJAJ FINSERV	HDFC ERGO	ماجد الفطيم MAJID AL FUTTAIM	BLACKBUCK	BEENEXT
CYIENT	edgeverve An Infosys company	GMR AEROCITY NEW DELHI	AJAX MAKES CONCRETE SENSE	factors.ai	exotel

Founders send us to their investors.
Investors send us to their founders.

FOUNDER TO INVESTOR	Simpli Contract → ARKA	
FOUNDER TO FOUNDER TO INVESTOR	ximkart → Revind.ai → sevenloop → Z47	
FOUNDER TO FOUNDER	AYR ENERGY → Scimplify	Scimplify is BEENEXT-backed, like LIGHT METRICS
INVESTOR TO PORTFOLIO	stellaris → TURNO → kandou.ai	
INVESTOR TO BRAND	stellaris → Leumas	Leumas is Northpoint-backed too.
INVESTOR TO INVESTMENT BANKER	stellaris → INDIGOEDGE	
INVESTOR TO FOUNDER TO FOUNDER	ZEROPEARL → vecton → pepper	
INVESTOR TO INVESTOR	BLUME → BEENEXT → BeeGlobal	Blume sent us to BEENEXT. BEENEXT trusted us with their 10th-year film, then their website, then their India website.
INVESTOR TO PORTFOLIO	Northpoint → NXPEC	
INVESTOR TO PORTFOLIO	ideaspring CAPITAL → Accelequant	

Agencies we build with.
Communities we belong to.

FOCUS LAB

BRANDING AGENCY

Bill Kenney, its co-founder and author of Conquer Your Rebrand, mentors us. We work with them directly.

neon trumpet.

B2B MARKETING AGENCY

One team since Aavenir. Factors AI, MasterSoft, Mojro, ZenStatement, Light Metrics and Z47, built together with Reza.

NINJAS

B2B SAAS GROWTH MARKETING

We made their brand identity and website. Now we work together.

EPYC

TECH PARTNER

Friends, and partners on many projects.

non zero

PRODUCT AND BRAND STUDIO

We collaborate on websites and film.

DESIGN BREWERY.

FINTECH DESIGN AGENCY

We work together on client brands.

YellowKyte

B2B SAAS MARKETING

Founded by Siddharth (Sid) Sharma, who also co-founded S11S.

COMMUNITIES

s11s

IDENTITY BY US

Indian_VCs

LOGO, WEBSITE, FILMS

FOUNDER'S OFFICE CLUB

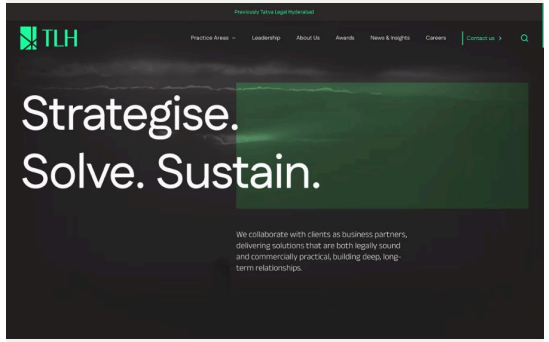
LOGO, WEBSITE, FILMS

HSRFC

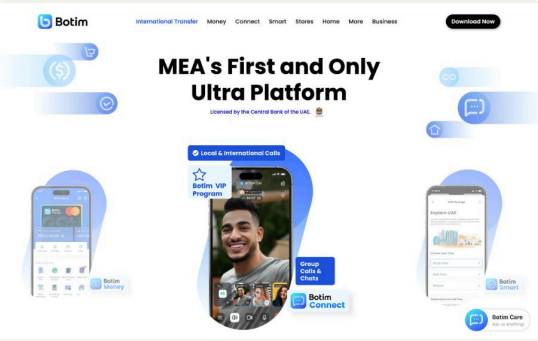
MEMBERS

Some of our favourite work

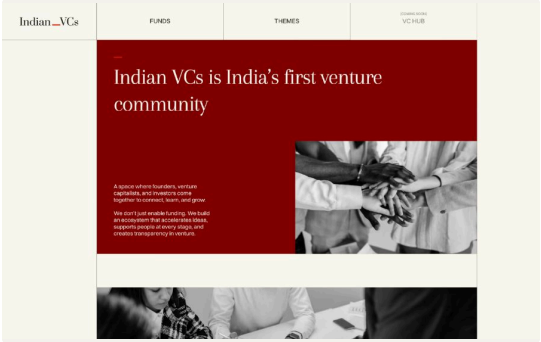
Lumora
Channel Next, renamed



TLH
A law firm, rebranded for growth

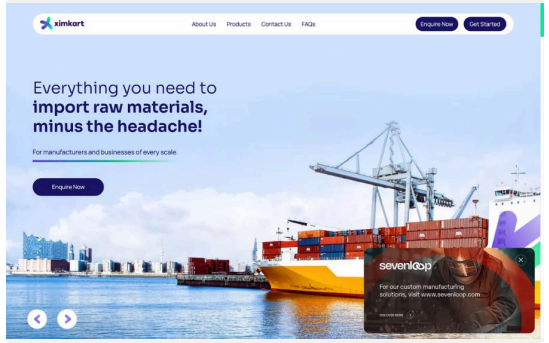


BOTIM
MEA's first ultra app

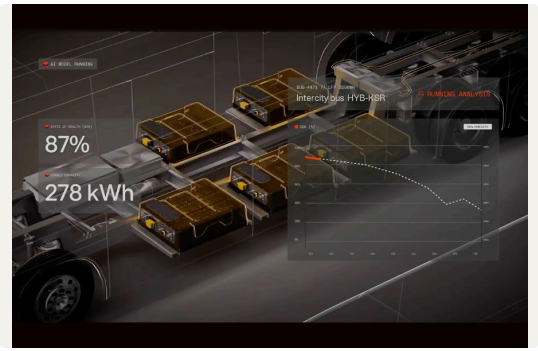


Indian VCs
A WhatsApp list, now a brand

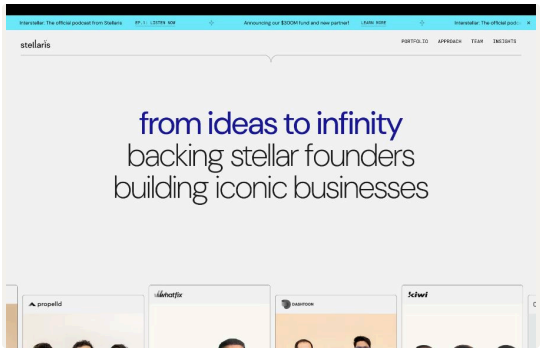
Armory
Deep tech for defence



Ximkart
Raw materials, minus the headache



Turno
Battery intelligence

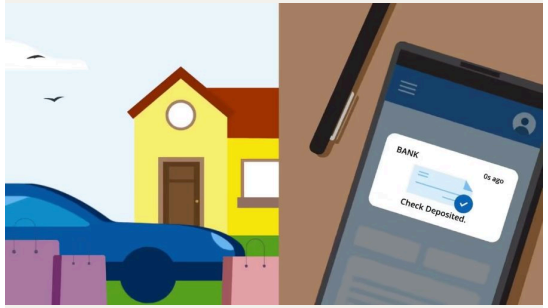


Stellaris
From ideas to infinity

More of our favourite work

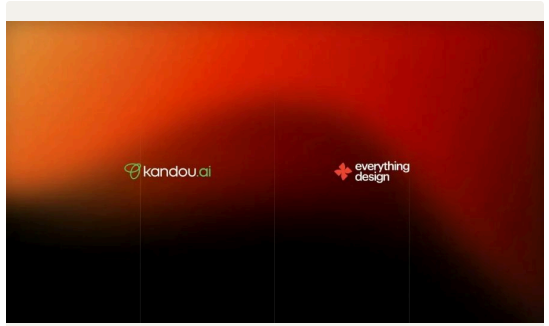
Grundfos
Launch films and a coffee table book

Zuora
Explainers and live-action launch films



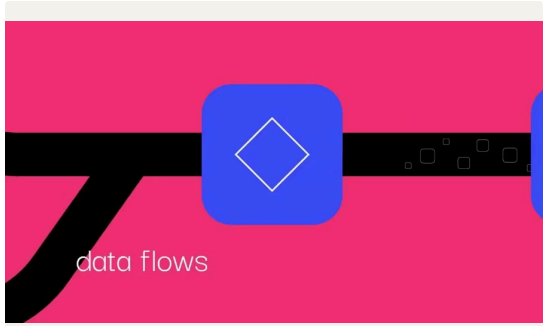
JPMorgan Chase
An explainer film

Tredence
Brand and funding films

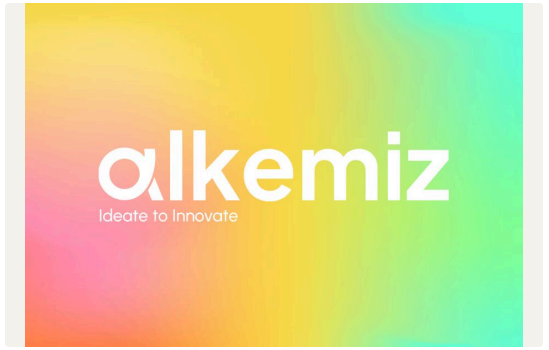


Kandou AI
A semiconductor website, rebuilt

DoveRunner
Cybersecurity website and brand film

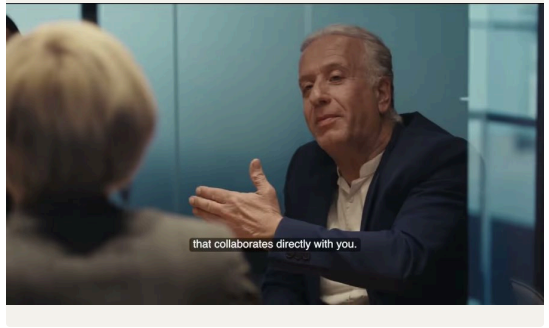


Xflow
Brand, website and film

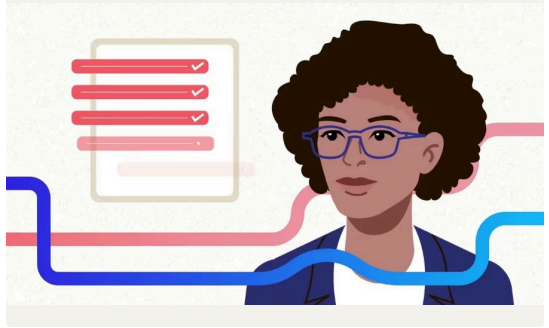


Alkemiz
Identity, website and pitch deck

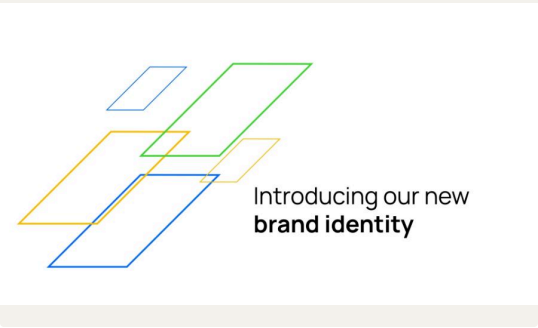
And some more



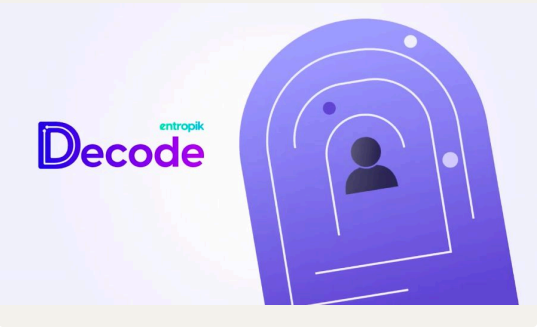
Ayr Energy
Energy infrastructure, rebranded



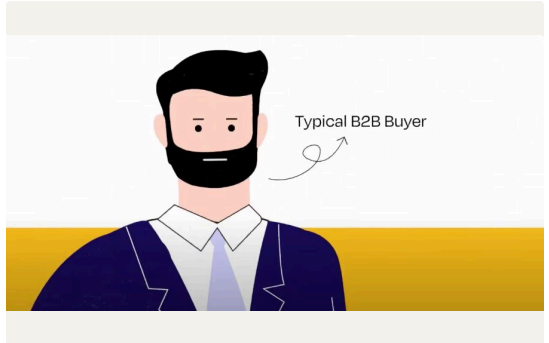
SimpliContract
Contract software, refined



ValueMomentum
Insurtech landing pages



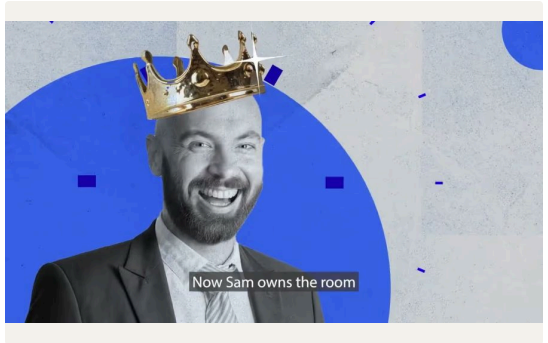
Entropik
Website and brand film



Humantic AI
Website, designed and built

H2Loop
A brand film for deep tech

Solytics Partners
Website and films, now on retainer



Aithon
Deck, identity and website

Names we made

FORMERLY CHANNEL NEXT

Lumora

CYBERSECURITY · DUBAI

FORMERLY RTB ANALYTICA

Adnaut

AD-TECH · NEW YORK

FORMERLY GRAPHIK AI

Vecton

AI FOR BANKS

FORMERLY TATVA LEGAL HYDERABAD

TLH

LAW FIRM · HYDERABAD

Becoming Quotient

LEARNING & DEVELOPMENT

FORMERLY FINLENDER CAPITAL

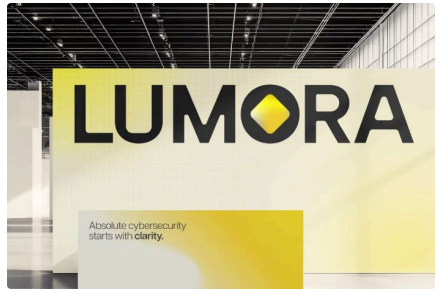
The Decimal Capital

PRIVATE CREDIT

Logos we made

FINTECH & AI

ADTECH



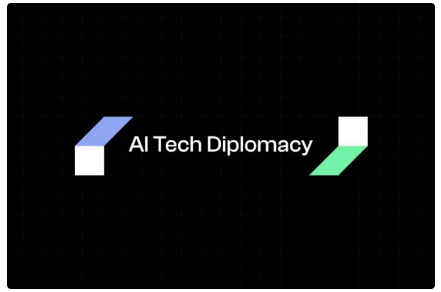
CYBERSECURITY

LEGAL

LEARNING & DEVELOPMENT

CYBERSECURITY

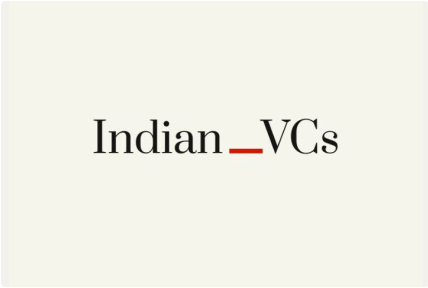
NUCLEAR ENERGY



RESEARCH & POLICY

CLIMATE TECH

IT CONSULTING



VENTURE CAPITAL

FINTECH

COMMUNITY

HEALTHTECH

MANUFACTURING

More logos we made

CYBERSECURITY

DATA ANALYTICS

INSURTECH

ENTERPRISE SAAS

WEALTH MANAGEMENT

MANUFACTURING & WAREHOUSING

INVESTMENT BANKING

ORGANIC FOOD & DAIRY

ENERGY INFRASTRUCTURE

STARTUP ADVISORY

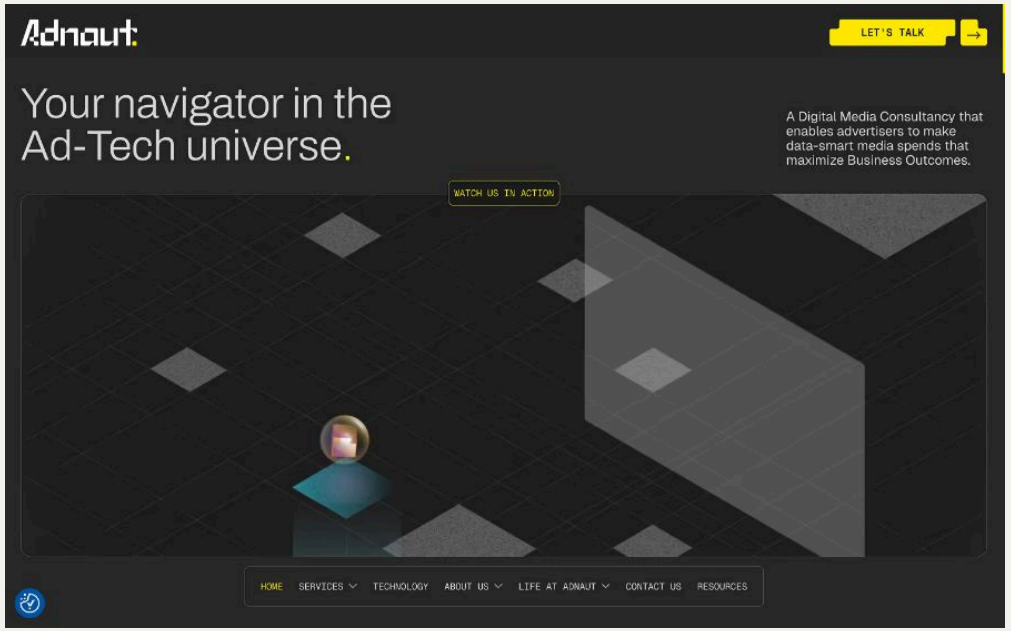
LEGAL TECH

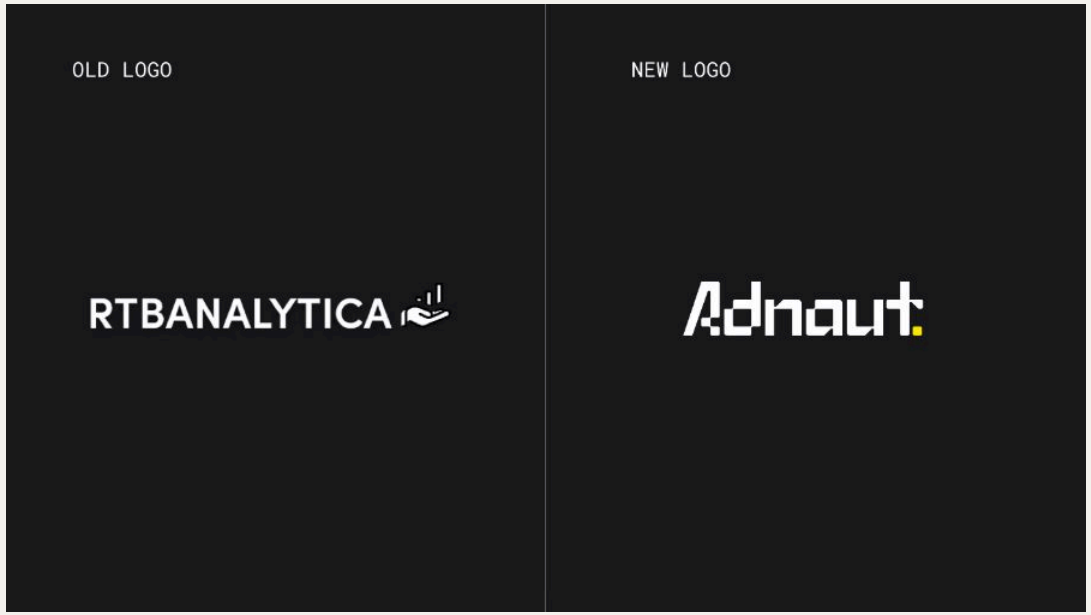
CONSULTING

NUCLEAR ENERGY

LEGAL TECH

FINTECH





RENAMING · BRANDING · MASCOT · WEBSITE · LAUNCH VIDEO

ADNAUT · AD-TECH · NEW YORK, MANCHESTER, TORONTO, BENGALURU, INDORE ↗

“It finally felt like our outward face matched the work and the abilities we have.”

Vivek, Co-founder, Adnaut

BEFORE	RTB Analytica: a name made of industry jargon and a logo nobody remembered.
WE DID	A new name, an identity built on the tracking pixel every advertiser knows, the website, and a launch video in a week. 18 weeks in all.
SINCE	Bounce rate and session time **40 to 60% better**, by their own measurement. More enquiries, and better hires.

→ Ask us to put you in touch with Vivek, Adnaut’s co-founder.

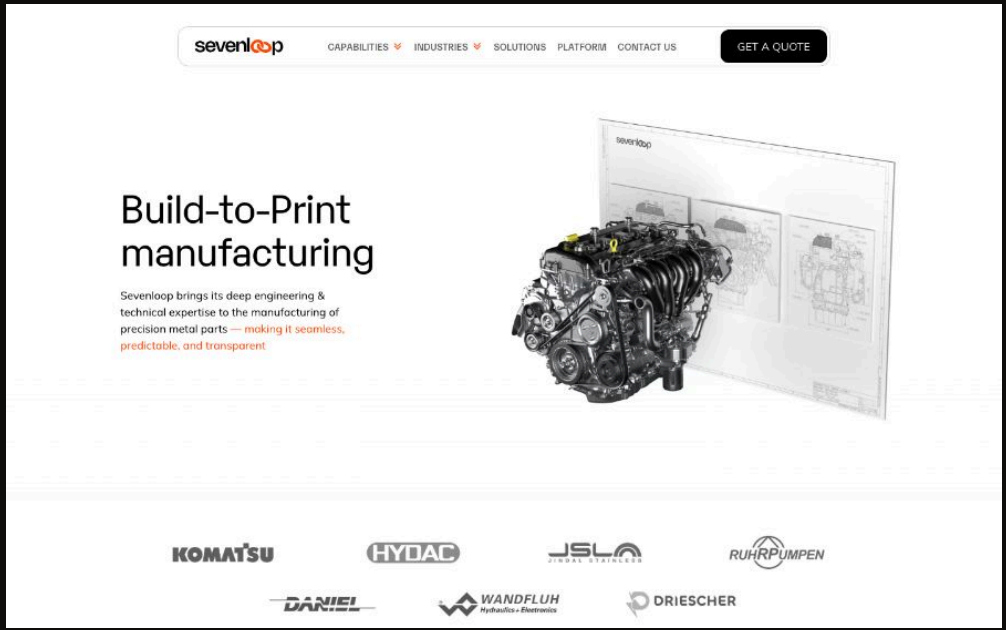
BRANDING · WEBSITE · PITCH DECK · BRAND FILM

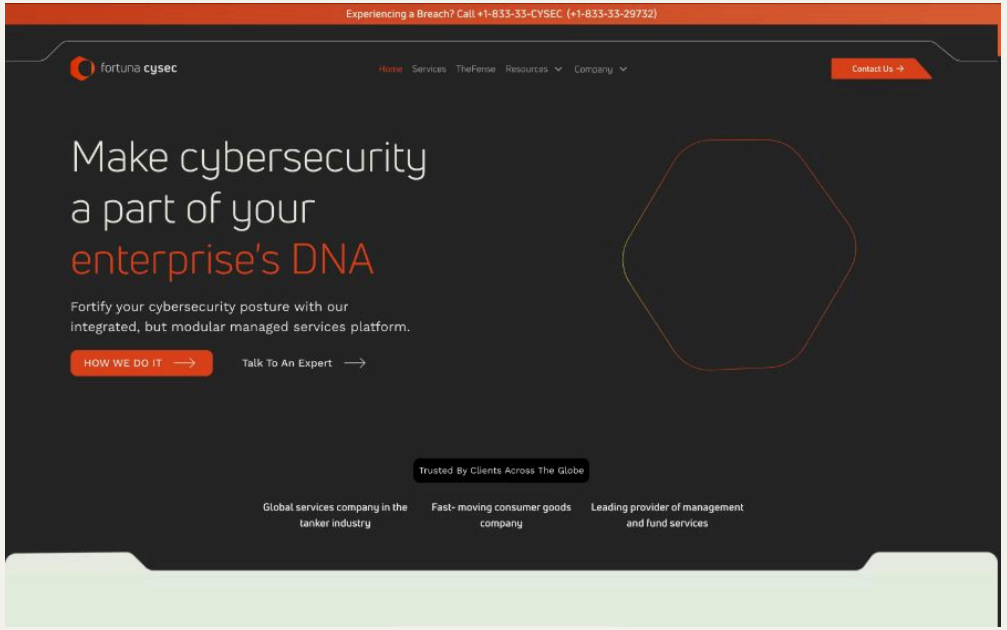
SEVENLOOP · PRECISION MANUFACTURING · BENGALURU · BACKED BY Z47 ↗

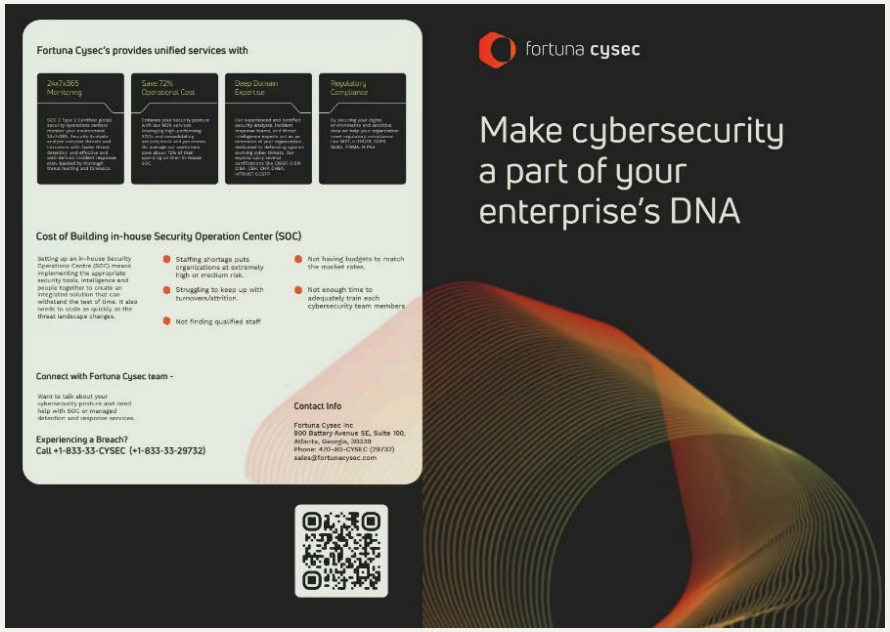
Three brand projects, three websites and a film. Same client.

BEFORE	A $8M Series A manufacturer supplying Komatsu, Hydac and Jindal, with a brand that looked like everyone else's.
WE DID	Positioned the brand around precision. Identity, Webflow site, pitch deck, brochure and a brand film. Five months.
SINCE	"Conversations with our clients have become so much more easier now." Sharan Urubail, CEO & Co-founder

→ Ask us to put you in touch with Sharan Urubail, Sevenloop's CEO and co-founder.







BRANDING · WEBSITE · COLLATERAL

FORTUNA CYSEC · MANAGED CYBERSECURITY · SELLING TO CISOS, CIOS AND CFOS WORLDWIDE ↗

"When we first saw it, we actually fell off our chairs."

Navin Balakrishnaraja, Co-founder & CEO, Fortuna CySec, on the animation of how data moves through Fortunox

BEFORE	A new cybersecurity company, and a founder who hadn't worked with an Indian branding firm in 25 years.
WE DID	Market research by the second meeting. Messaging for each buyer: the CFO sees the ROI, the CISO gets the depth. Identity, website, brochures, business cards.
SINCE	They came back for two more brands from the group, Fortuna Identity and Nau. 5 projects and counting.

→ Ask us to put you in touch with Navin Balakrishnaraja, Fortuna CySec's co-founder and CEO.

RENAMING · BRANDING · WEBSITE · REPORT TEMPLATE

VECTON · AI FOR BANKS, NBFCS AND INSURERS · BENGALURU ↗

“You’d say Tuesday, 5pm, and you’d adhere to it.”

Himanshu Goyal & Gaurav Mandlecha, Co-founders, Vecton

BEFORE

Graphik AI, sent to us by their investor, Zeropearl. “We considered a freelancer, but when we saw your work we realised the time we’d spend thinking about this project would drop a lot. Whatever time we gave would be of very high importance.”

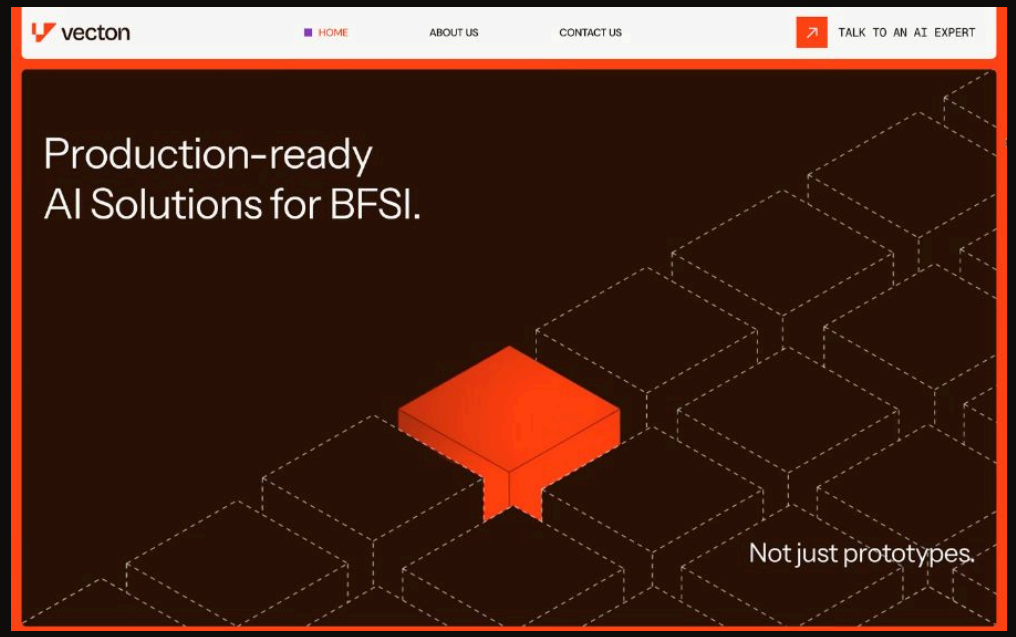
WE DID

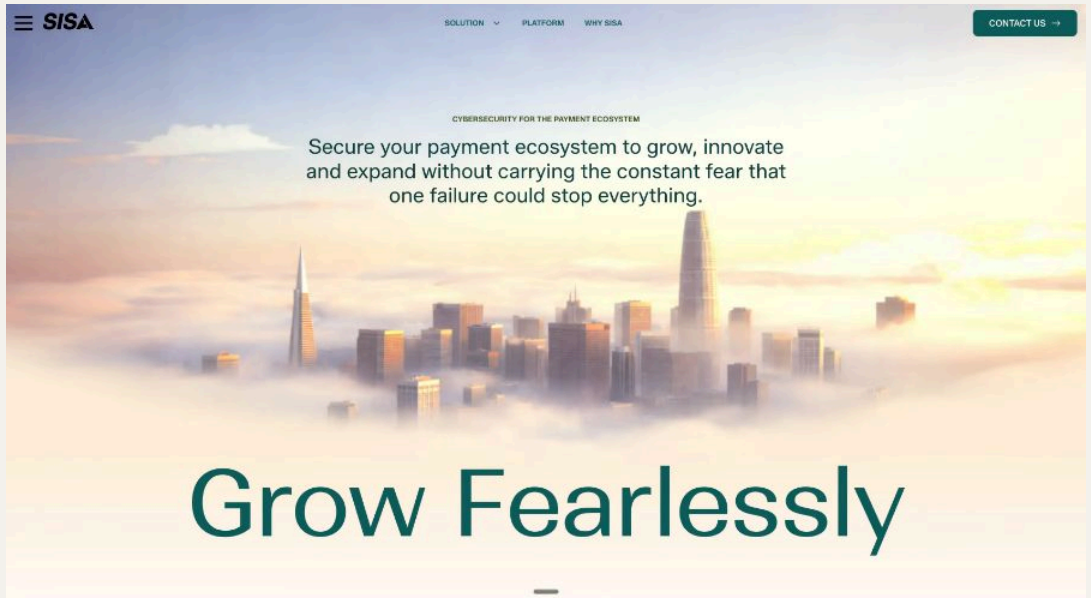
A strategy workshop, then a new name on the first call: Vecton, from vector, magnitude and direction. Identity, website, brand system, report template. “This time the questions actually meant something.”

SINCE

“In hiring it’s helped significantly. People say, ‘we went through your website and understood your business.’” And “the right arsenal to win any battle from a visual identity point of view.” Then they sent us Pepper.

→ Ask us to put you in touch with Himanshu Goyal and Gaurav Mandlecha, Vecton’s co-founders.





BRAND REFRESH · WEBSITE · BROCHURE

SISA · CYBERSECURITY · BENGALURU · 2,000+ CLIENTS WORLDWIDE (THEIR FIGURE) ↗

Twenty years old. 2,000 clients. A new front door.

BEFORE	A forensics-led security firm, founded in 2006, moving to sisa.ai.
WE DID	Refreshed the brand, designed and built the website, designed the brochure.
SINCE	Live on sisa.ai since April 2026. Their branding and website partner since 2025.

→ Ask us to put you in touch with Aparna or Venu from SISA's marketing team.

PRODUCT FILM · BOOTH · BRANDING · WEBSITE

CLOUDPHYSICIAN · HEALTHCARE AI · INDIA AND THE US · BACKED BY PEAK XV ↗

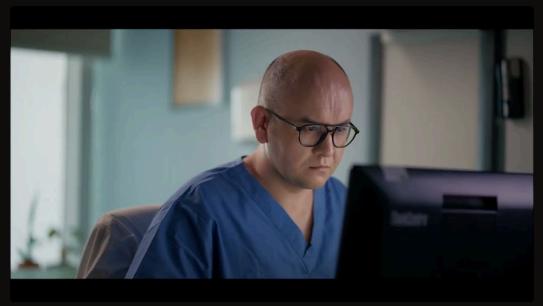
“If the heart rate was 120, it had to be 120. Not 100.”

Ayesha Gopal, Chief of Care Center & Model Factory, Cloudphysician

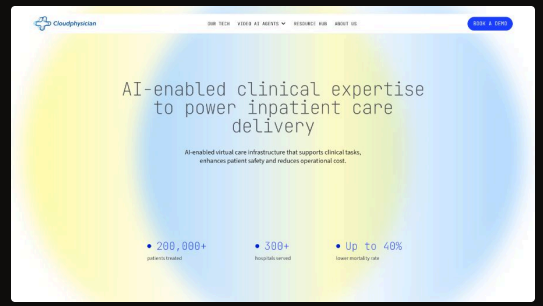
FRIDAY	Their first US conference, for a room of ICU clinicians, was days away. Other vendors could not promise to deliver on time. They called us.
SATURDAY	We met them the next day with Tejus, our creative director. Mejo told them: “We’ll only take it on if we can deliver.”
THE SHOOT	Planned for six hours, ran to ten. Rewritten and reshot until every clinical value was exact. And a booth that stopped people walking past.
WEEKS LATER	“A couple of weeks after the first time we showcased that video, we closed our first US client.”
THEN	They came back for the brand and the website, rebuilt for the US. “The website is your first front door.” Dr Dileep Raman, Co-founder

→ Ask us to put you in touch with Cloudphysician’s co-founders, Dr Dhruv Joshi and Dr Dileep Raman, or with Ayesha Gopal, Chief of Care Center.

BOOTH DESIGN · FIRST US CONFERENCE



THE PRODUCT FILM · WATCH



THE WEBSITE · CLOUDPHYSICIAN.AI

Twelve reasons to hand us your brand

01

We understand what you're building, before we design a thing.

We learn the product well enough to explain it.

02

B2B is the only thing we do.

Clients keep coming back for the next project.

03

Strategy first. Then the identity.

Positioning, narrative and messaging, then the verbal and visual identity built on them.

04

We ask the questions no one else thinks to.

The right question, asked early, beats any process.

05

Time and money, both on the clock.

If something slips, you hear it early.

06

If a heart rate is 120, it has to be 120.

For Cloudphysician's film, a six-hour shoot ran ten, until every reading on screen was right.

07

We push back. You'll thank us for it.

Then we meet you where the real idea lives.

08

We don't just design it. We build it, in Webflow or Astro.

And film it, from the script up: live action, 2D, 3D or stop motion.

09

49 makers, one studio. And we play well with yours.

Strategists, writers, designers, developers and filmmakers.

10

We hand you the keys, not a dependency.

Built for your team to run, with no ticket queue.

11

B2B doesn't have to be boring.

Work teams are proud to show their buyers and their investors.

12

Our clients do our selling for us.

To their investors and founder friends, unasked. No testimonial here was paid for, or bought with a discount.

Watch them say it

“It never felt like a vendor relationship; it felt like a partnership.”

Ayesha Gopal, Chief of Care Center & Model Factory, Cloudphysician

“Everything Design got the full understanding of the industry.”

Zeeshan Shariff, Head of Marketing, Relanto

“The only agency that comes to mind for anything B2B SaaS.”

Gautham Gopakumaran, Head of B2B Growth, PayBy

“They actually understood the product, something I struggle to explain to customers. The other agencies didn’t even dive into understanding what we do.”

Varun Khare, CEO, NimbleEdge

“They took the brand and website to where we wanted it to be.”

Dr Mallesh Bommanahal, Co-founder, i3systems

MORE CLIENT VIDEOS AT EVERYTHING.DESIGN/AGENCY-REVIEWS

Eighteen clients, on camera

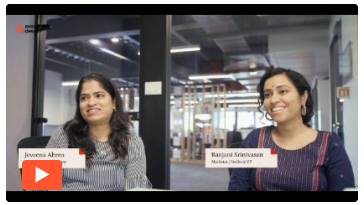
Fortuna CySec
Navin Balakrishnaraja

Vecton
Himanshu Goyal & Gaurav Mandlecha

Cloudphysician
Dr Dileep Raman & Dhruv Joshi

NimbleEdge
Varun Khare

Ximkart
CEO & co-founder

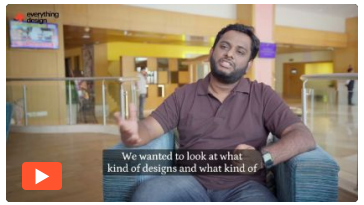


Stellaris
Joveena Abreo

Trinas
Khurram Syed

Cuzor
Sachin Naik

PayBy
Gautham Gopakumaran



Relanto
Zeeshan Shariff

i3systems
Dr Mallesh Bommanahal

Alkemiz
Sunaina Makhija

5X
Krishnapriya Agarwal

Geist
Geetanjali Chitnis & Sanjana Bhatt

How Frameworks
Sudhir Sarnobat

Snac
Anirudh Dharmagadi

WowFactories
Koushiic Durai

Conrad Cheung
Artist, writer, professor

The people you'll actually work with

LEADERSHIP AND HEADS OF CRAFT

Mejo Kuriachan

CO-FOUNDER & CEO

Fifteen years across design management, marketing, research and sales. Runs the business like a strategist.

Ekta Manchanda

CO-FOUNDER & PRINCIPAL DESIGNER

Eighteen years in brand and visual design. Leads the design team and sets the visual direction on every brand we build.

Sijeesh VB

LEAD STRATEGIST

Eighteen years in branding, UX and UI, for startups and tech companies.

Arpan Sen

CHIEF OF STAFF, PROJECT MANAGER

Sushant Ajnikar

STRATEGIST

Sanjana Hmath

LEAD DESIGNER

Athira Krishnan

LEAD DESIGNER, CONTENT STRATEGIST

Saurabh Chakradhari

HEAD OF DEVELOPMENT

Swathi Mohan

CONTENT STRATEGIST

everything design

And the team around them

49 PEOPLE, ONE STUDIO, BENGALURU · 1 / 5

Ahamed Sabahir WEBFLOW DEVELOPER

Akhila Suresh PROJECT MANAGER

Akhilesh J LEAD DESIGNER

Akshay A D PROJECT MANAGER

Anushka Moharana DESIGNER

Arpit Purohit PRODUCT MARKETER, B2B

Ashik Arul Clement MOTION DESIGNER

Bin Fahadh KB VIDEO EDITOR

Devi Harinarayan ASSOCIATE DESIGNER

everything design

And the team around them

49 PEOPLE, ONE STUDIO, BENGALURU · 2 / 5

Felix Hartley CREATIVE DIRECTOR

Goutham Shravan WEBFLOW DEVELOPER

Harishma D ASSOCIATE DESIGNER

Hiral Vinod Satardekar MID-WEIGHT DESIGNER

Jagdish Mohanty VIDEO EDITOR

Jerry Thomas HEAD OF PARTNERSHIPS

Jiyash A K SENIOR WEBFLOW DEVELOPER

Joel Verghese DESIGNER

Mansi Chouksey DESIGNER

everything design

And the team around them

49 PEOPLE, ONE STUDIO, BENGALURU · 3 / 5

Mehak Dhruv DESIGNER

Mohamed Reza B2B MARKETING STRATEGIST

Nanki Arora CONCEPTS, ILLUSTRATIONS, STOP MOTION

Naveen Perumalsamy WEBFLOW DEVELOPER

Neha Bhatnagar SENIOR BRAND DESIGNER

Nehal Sharma DESIGNER

Parikshit More CONTENT WRITER

Prashasti Ranjan PARTNER, DESIGN STRATEGY

Prenitha Xavier B2B CONTENT WRITER

everything design

And the team around them

49 PEOPLE, ONE STUDIO, BENGALURU · 4 / 5

Rajashri Brahma FRONTEND DEVELOPER

Samiksha Somani DESIGNER

Siva S WEBFLOW DEVELOPER

Sreejith K MID WEIGHT MOTION DESIGNER

Tejus Yakhob CREATIVE DIRECTOR

Vaishnavi Gupta MOTION DESIGNER

Varsha P MOTION DESIGNER

Vignesh 3D GENERALIST

Wamika V K DESIGNER

everything design

And the team around them

49 PEOPLE, ONE STUDIO, BENGALURU · 5 / 5

Yash Muley

MID-WEIGHT DESIGNER

Yugankita Aich

ASSOCIATE EDITOR, FILMS

Zakia Ali

MID-WEIGHT DESIGNER

everything design

The first call is with the people who'll do the work

Ekta Manchanda
CO-FOUNDER & PRINCIPAL DESIGNER

Sijeesh VB
LEAD STRATEGIST

Sanjana Hmath
LEAD DESIGNER

Athira Krishnan
LEAD DESIGNER

Arpan Sen
CHIEF OF STAFF

Ekta Manchanda · +91 93422 41669 · ekta@everything.design

The studio · hello@everything.design

everything design · everything film · everything flow