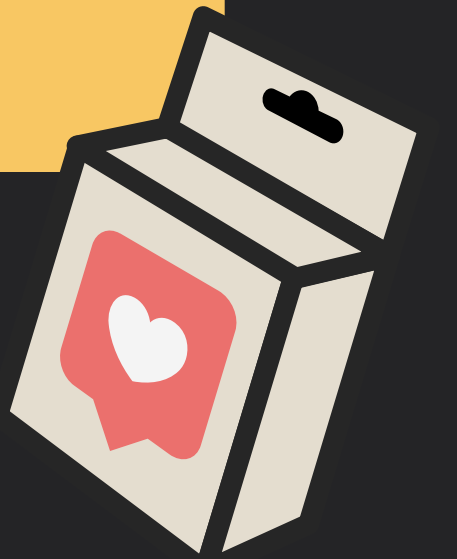


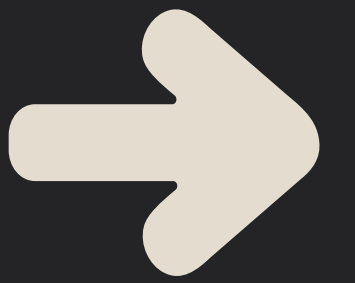
SHELFALLENCE™

BY MINERVA CREATIVE CO. X PACKWOLVES



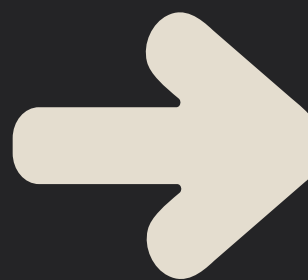
TRANSFORM FOLLOWERS INTO CUSTOMERS





**INFLUENCER-LED
CPG/DTC BRANDS
ARE PROJECTED TO
HIT \$104 BILLION
BY 2026.**





SO IT'S THE
PERFECT TIME
TO SEIZE THE
OPPORTUNITY
TO OWN YOUR
INFLUENCE.

**BRAND DEALS ARE
TEMPORARY.
OWNERSHIP IS
FOREVER.**

BRAND PARTNERSHIPS ARE
FLEETING. BUILDING YOUR OWN
BRAND CREATES A LEGACY AND
EQUITY YOU CONTROL.

**TRUST MATTERS
MORE THAN EVER.**

AUDIENCES TRUST CREATORS 71%
MORE THAN TRADITIONAL
ADVERTISING. YOUR
RECOMMENDATIONS HOLD REAL
INFLUENCE — STRONGER THAN EVEN
CELEBRITY ENDORSEMENTS.

**CREATOR-LED
BRANDS
ARE OUTPACING DTC.**

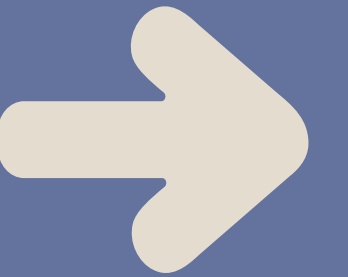
INFLUENCER-FOUNDED BRANDS ARE
SCALING 3X FASTER THAN
TRADITIONAL DTC STARTUPS. YOU
ALREADY HAVE THE AUDIENCE; NOW
YOU JUST NEED THE PRODUCT.

**FOLLOWERS PREFER
REAL CONNECTIONS.**

GEN Z AND MILLENNIALS CRAVE
AUTHENTICITY OVER POLISHED ADS.
THEY ARE MORE LIKELY TO BUY
FROM SOMEONE THEY FEEL
PERSONALLY CONNECTED TO.

**THE CREATOR
ECONOMY IS
BOOMING.**

CREATORS ARE NOW THE NEW
TRUSTED BRANDS — THE FASTEST-
GROWING SECTOR IN COMMERCE.
THIS IS THE PRIME WINDOW TO
CARVE OUT YOUR SPACE BEFORE IT
BECOMES SATURATED.





**YOUR INFLUENCE IS
POWERFUL.
LET'S TURN IT INTO
OWNERSHIP!**



LAUNCHING YOUR OWN PRODUCT IS EASIER THAN YOU THINK. HERE'S HOW TO START.

1. STRATEGY CALL

WE GET TO KNOW YOU, YOUR AUDIENCE, AND YOUR VISION — THEN BRAINSTORM PRODUCT IDEAS THAT FEEL AUTHENTIC TO YOUR PERSONAL BRAND.



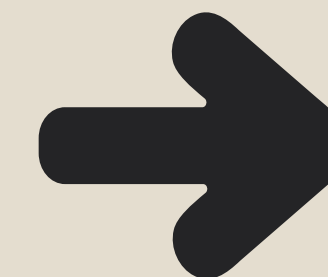
2. QUESTIONNAIRE

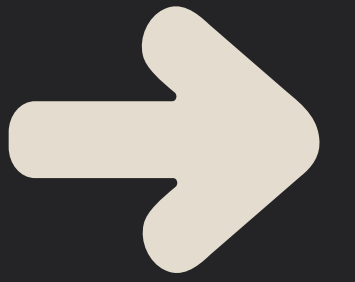
AFTER THE CALL, WE'LL SEND A QUICK BUT THOROUGH FORM TO GATHER ALL NECESSARY INFO TO CREATE A CUSTOM-TAILORED LAUNCH PROPOSAL.



3. CUSTOM GAMEPLAN

YOU'LL RECEIVE A DETAILED BREAKDOWN OF OUR LAUNCH PACKAGES — THE FUNDRAISER, THE LAUNCH, OR THE FULL MONTY — BASED ON YOUR GOALS AND TIMELINE.





NOW CHOOSE YOUR PATH TO **BRAND OWNERSHIP**



THE FUNDRAISER

GOT AN IDEA BUT NOT READY TO GO FULL THROTTLE YET? THIS ONE'S FOR YOU. THIS OFFER IS DESIGNED TO HELP YOU SHAPE YOUR CONCEPT INTO SOMETHING PITCH-READY. WHETHER YOU'RE LOOKING TO RAISE CAPITAL, BRING ON PARTNERS, OR JUST GET BUY-IN, WE'LL GIVE YOU THE ESSENTIALS:

YOU'LL GET:

- ✓ BRAND POSITIONING
- ✓ VISUAL IDENTITY
- ✓ PACKAGING DESIGN
- ✓ PRODUCT MOCKUPS
- ✓ PITCH DECK

IT'S THE FOUNDATION YOU NEED TO CONFIDENTLY PITCH YOUR VISION AND RALLY THE SUPPORT TO BRING IT TO LIFE. THINK OF IT AS YOUR LAUNCH-BEFORE-THE-LAUNCH.

\$13,160

THE LAUNCH

PERFECT FOR EARLY-STAGE FOUNDERS OR CREATORS LOOKING TO LAY A STRONG FOUNDATION AND GET TO MARKET. THIS PLAN GIVES YOU THE CORE ELEMENTS NEEDED TO BRING YOUR BRAND TO LIFE AND GET READY FOR A LAUNCH.

YOU'LL GET:

- ✓ MANUFACTURING RECOMMENDATIONS
- ✓ BRAND POSITIONING
- ✓ VISUAL IDENTITY
- ✓ PACKAGING DESIGN
- ✓ PACKAGING SOURCING & PROCUREMENT
- ✓ DIGITAL MARKETING PARTNER INTRO
- ✓ LAUNCH KIT

PERFECT FOR GETTING YOUR BRAND OFF THE GROUND AND INTO THE WORLD FAST. WE'LL HELP YOU NAIL THE LOOK, LINE UP THE RIGHT PARTNERS, AND GET READY TO LAUNCH LIKE A PRO.

CUSTOM QUOTE

THE FULL MONTY

THIS IS THE ALL-IN PACKAGE—THE FULL-STACK SOLUTION FOR CREATORS AND FOUNDERS READY TO GO FROM IDEA TO LAUNCH WITH ZERO SHORTCUTS.

YOU'LL GET:

- ✓ MANUFACTURING RECOMMENDATIONS
- ✓ BRAND POSITIONING
- ✓ VISUAL IDENTITY
- ✓ PACKAGING DESIGN
- ✓ PACKAGING SOURCING & PROCUREMENT
- ✓ E-COMM WEBSITE DESIGN & DEV
- ✓ DIGITAL MARKETING PARTNER INTRO
- ✓ LAUNCH KIT

THIS IS THE FULL-STACK, NO-SHORTCUTS PLAN FOR CREATORS AND FOUNDERS WHO WANT TO LAUNCH WITH EVERYTHING DIALED IN.

CUSTOM QUOTE





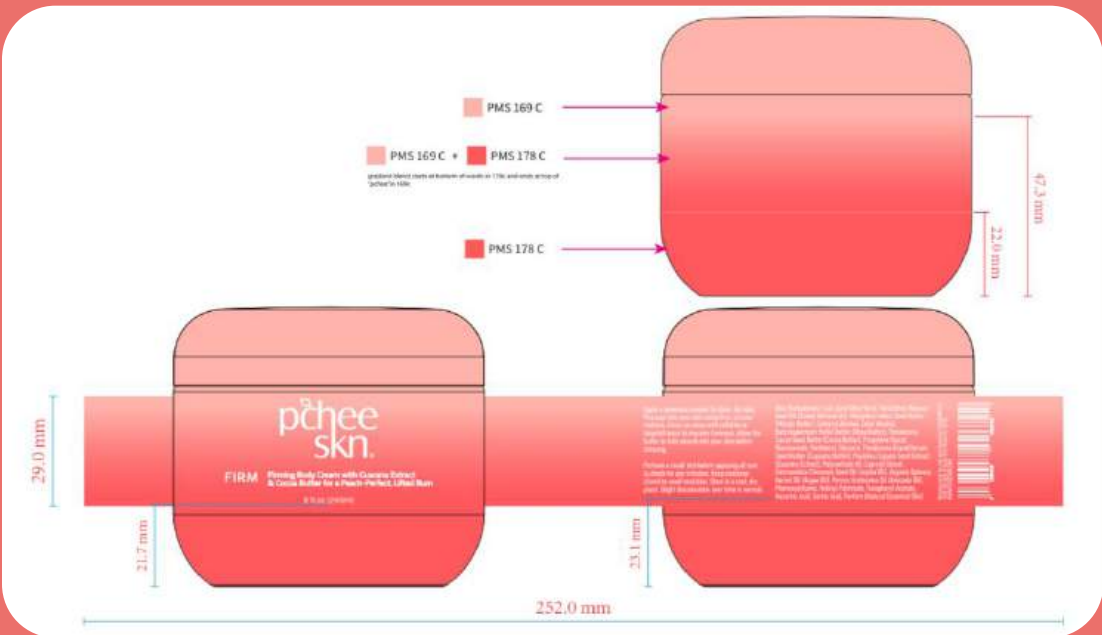
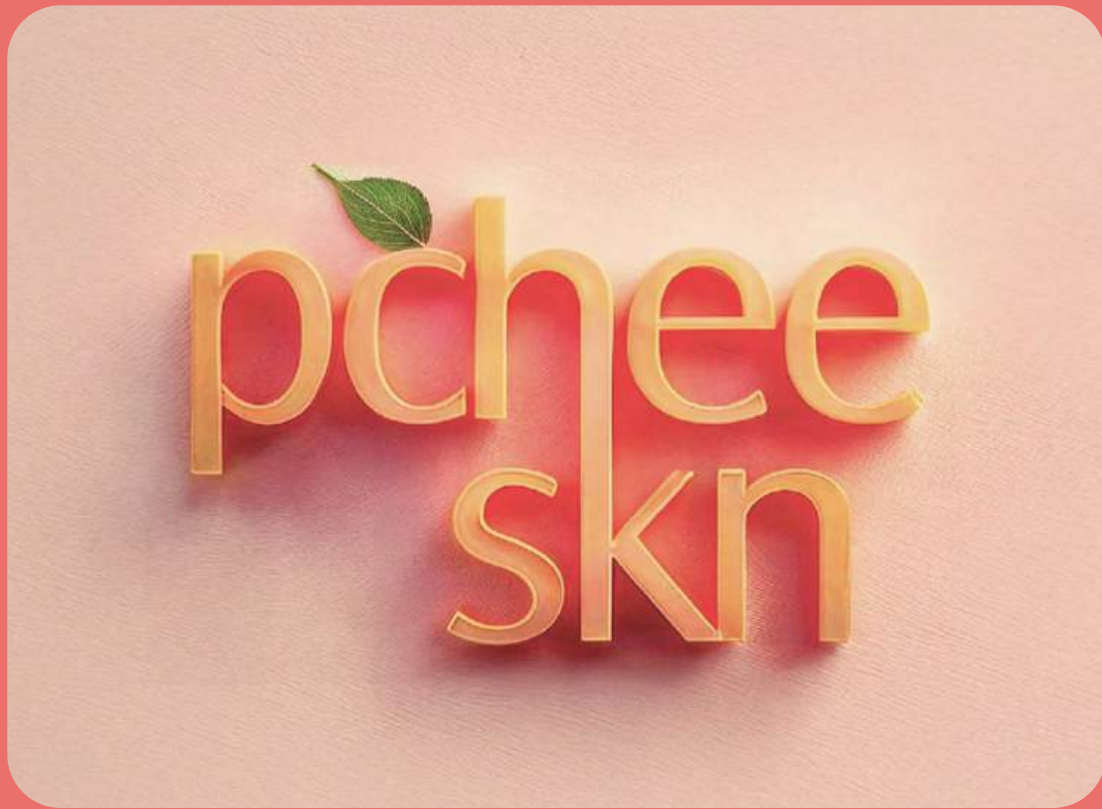
POTENTIAL ADD-ON

BRING YOUR BRAND TO LIFE
WITH A **PHYSICAL SAMPLE**

A PROFESSIONALLY MADE PRODUCTION
SAMPLE CAN BE A GAME-CHANGER ESPECIALLY
DURING FUNDRAISING OR EARLY PARTNERSHIP
CONVERSATIONS.

WHY IT MATTERS:
VISUALIZING A REAL PRODUCT IN HAND BUILDS
CREDIBILITY AND EXCITEMENT THAT A PITCH
DECK ALONE CAN'T MATCH. IT SHOWS YOU'RE
SERIOUS AND HELPS INVESTORS OR PARTNERS
SEE AND BELIEVE IN THE VISION.





FROM INFLUENCE TO IMPACT: CASE STUDY

PCHEE SKN BY ISA BUSCEMI

WE HELPED TURN ISA'S MORNING ROUTINE INTO A SUCCESSFUL, SHELF-READY SKINCARE BRAND BUILT ON TRANSPARENCY AND REALNESS.

WHEN SMART EXECUTION MEETS AUTHENTICITY, YOU DON'T JUST BUILD A BRAND... YOU BUILD A MOVEMENT.



MEET YOUR LAUNCH PARTNERS



Packwolves

WE'VE TEAMED UP TO TURN INTERNET INFLUENCE INTO REAL-WORLD SHELF PRESENCE.

MINERVA CREATIVE CO. (LED BY MATT HAIMM) IS YOUR GO-TO FOR BRAND STRATEGY, VISUAL IDENTITY, PACKAGING DESIGN, AND LAUNCH EXECUTION—EVERYTHING YOUR AUDIENCE WILL SEE AND TOUCH.

PACKWOLVES (LED BY TOM VICKERS) HANDLES SOURCING, PROCUREMENT, AND PRODUCTION—MAKING SURE WHAT YOU'RE SELLING IS PREMIUM, SCALABLE, AND DELIVERED WITHOUT THE HEADACHES.

TOGETHER, WE GIVE CREATORS A LEGIT PATH FROM IDEA TO SHELF. WITHOUT THE DIY STRESS, GENERIC WHITE-LABELED JUNK, OR SLOW AGENCY TIMELINES.



FOR 7 YEARS MATTHEW HAIMM RAN CREATIVE DIRECTION AND WAS AN EQUITY PARTNER IN A CPG STARTUP THAT SOLD FOR \$40 MILLION IN 2021. HE BUILT AND CONTINUOUSLY EVOLVED THE BRAND AESTHETIC ACROSS EVERY TOUCHPOINT FROM THE GROUND UP, LEADING ALL DESIGN EFFORTS AND CREATIVE IMPLEMENTATION FROM THE WEBSITE UI TO PRODUCT PACKAGING AND BEYOND. MATT ALSO LED THE INTERNAL STRATEGY ON A 6 FIGURE BRAND REVAMP IN PARTNERSHIP WITH AWARD-WINNING MARKETING AGENCY KNOWN.



THOMAS VICKERS HAS BEEN THE FOUNDER AND LEADER AT PACKWOLVES, A PREMIUM PACKAGING AND PRODUCTION COMPANY SERVING TOP-TIER CANNABIS AND CPG CLIENTS. AS FOUNDER AND CREATIVE LEAD, HE DIRECTED THE DEVELOPMENT OF DOZENS OF ICONIC BRANDS BUILDING VISUAL IDENTITIES, PACKAGING SYSTEMS, AND PRODUCT EXPERIENCES THAT HAVE HIT DISPENSARY SHELVES NATIONWIDE. HE OVERSAW INTERNAL DESIGN AND PRODUCTION TEAMS, COLLABORATED WITH GLOBAL MANUFACTURERS, AND LED KEY PARTNERSHIPS.





LET'S LAUNCH

READY TO BUILD YOUR BRAND?

STOP PROMOTING FOR OTHERS — START BUILDING FOR YOURSELF.
YOUR AUDIENCE IS READY. NOW IT'S YOUR TURN TO OWN THE JOURNEY.

[BOOK YOUR STRATEGY CALL](#)

