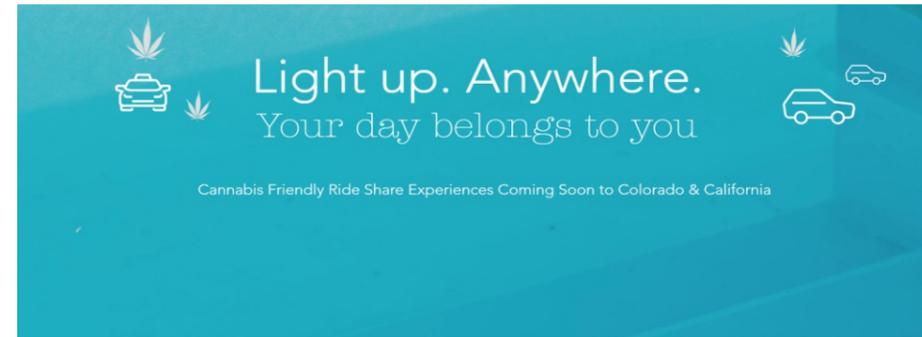


# SPACEMAN & COMPANY

COMPANY  
PORTFOLIO

The background of the lower half of the page is a dark, grainy blue. A vertical streak of light, resembling a rocket launch or a meteor, runs down the center. The streak is composed of many small, bright white specks that trail downwards. The overall effect is that of a night sky or a deep space environment.



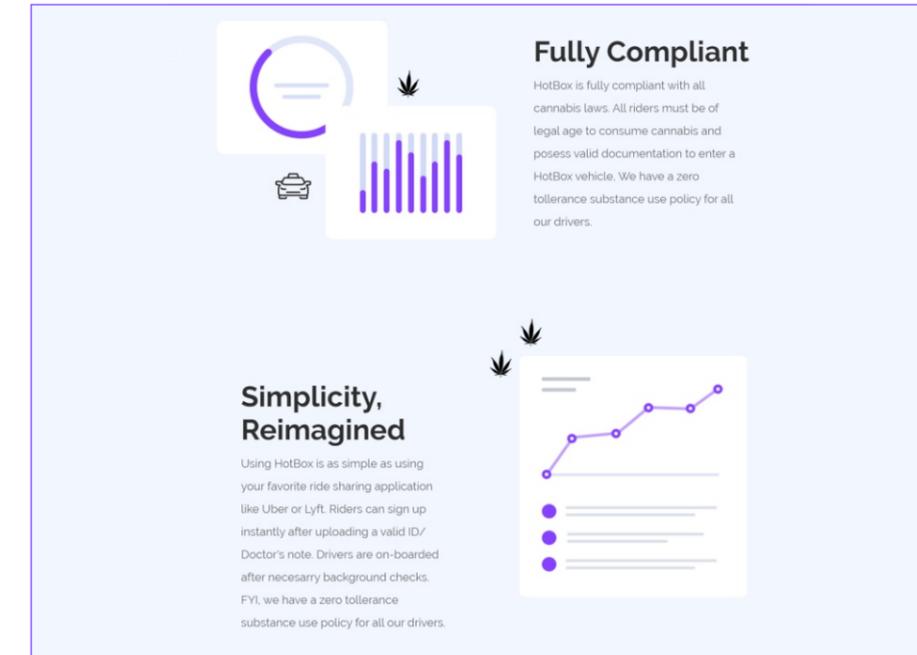
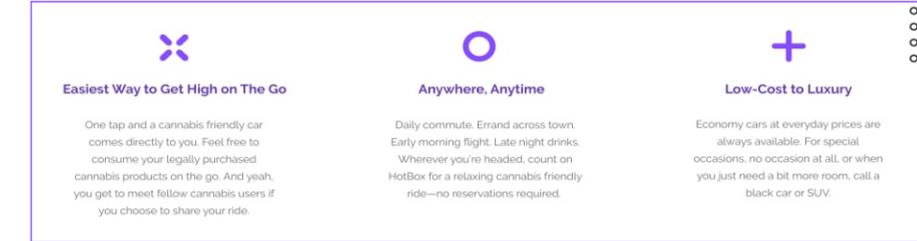
# HOT BOX

## Creating The First App For Cannabis-Friendly Rides

You're stranded in the middle of downtown LA at the end of a hard day. You want to get somewhere but can't find a ride. Your mind is sore from all the meetings. You picturize a heavenly comfy cab ride that lets you light up your favourite strain as you relax safely on your way home. Is this real or are you, erm, hallucinating?

Hotbox is a revolutionary new way to avail cannabis experiences on the go. The Hotbox app brings together carpooling and cannabis lovin' by allowing users to book cannabis friendly ride shares anywhere, anytime.

The founders of HotBox dreamt of normalizing cannabis use by creating an identity that resonated with whitecollar cannabis users and needed a timeline-based action plan to bring this revolutionary idea to life. This was just the tip of the berg. The brand also needed a visual projection of how their idea and product will look in real life along with a website, brand identity & app development plan.



This is where Spaceman & Co stepped in and introduced the brand to itself. Through intense brainstorming and listening sessions we excavated into the brand's core and embarked on our incredible maiden voyage. This journey of self-discovery, if you will, led to a concrete concept plan, a robust brand identity, the app mockup, the company website, and meticulous execution plans that launched this brave brand in a brave new world.

### SERVICE CATEGORIES:

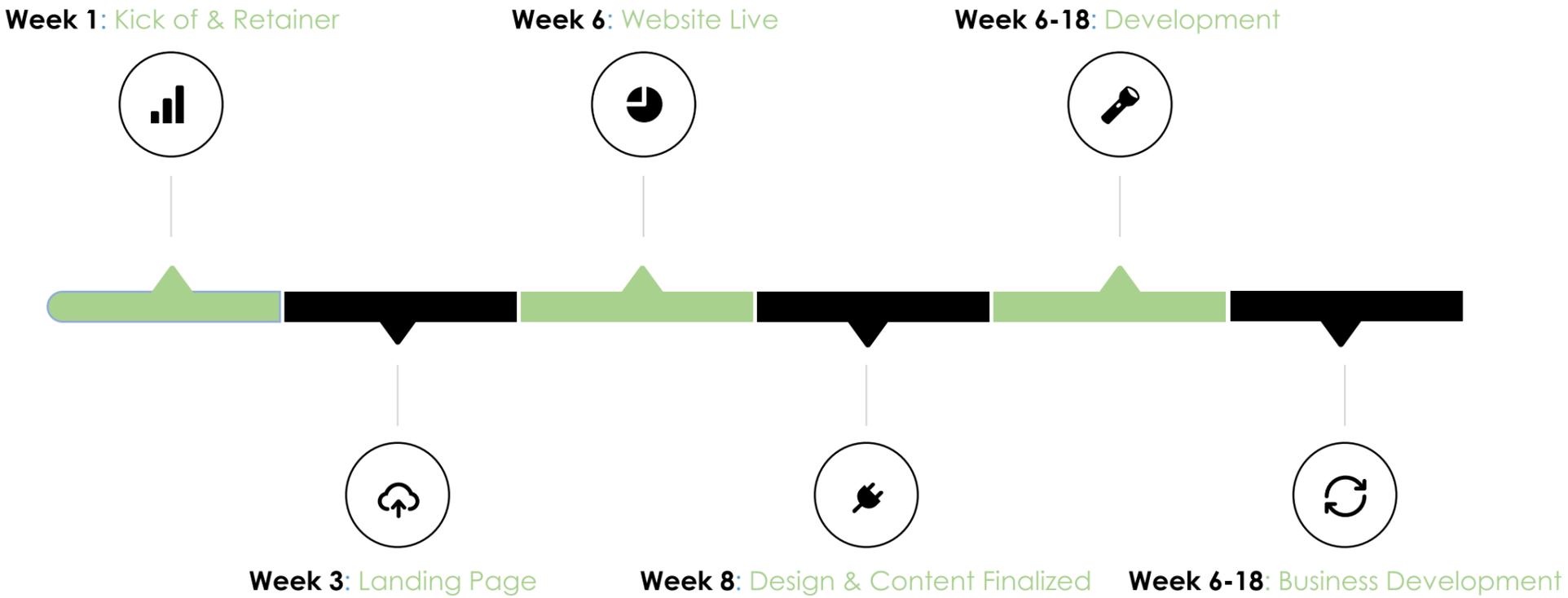
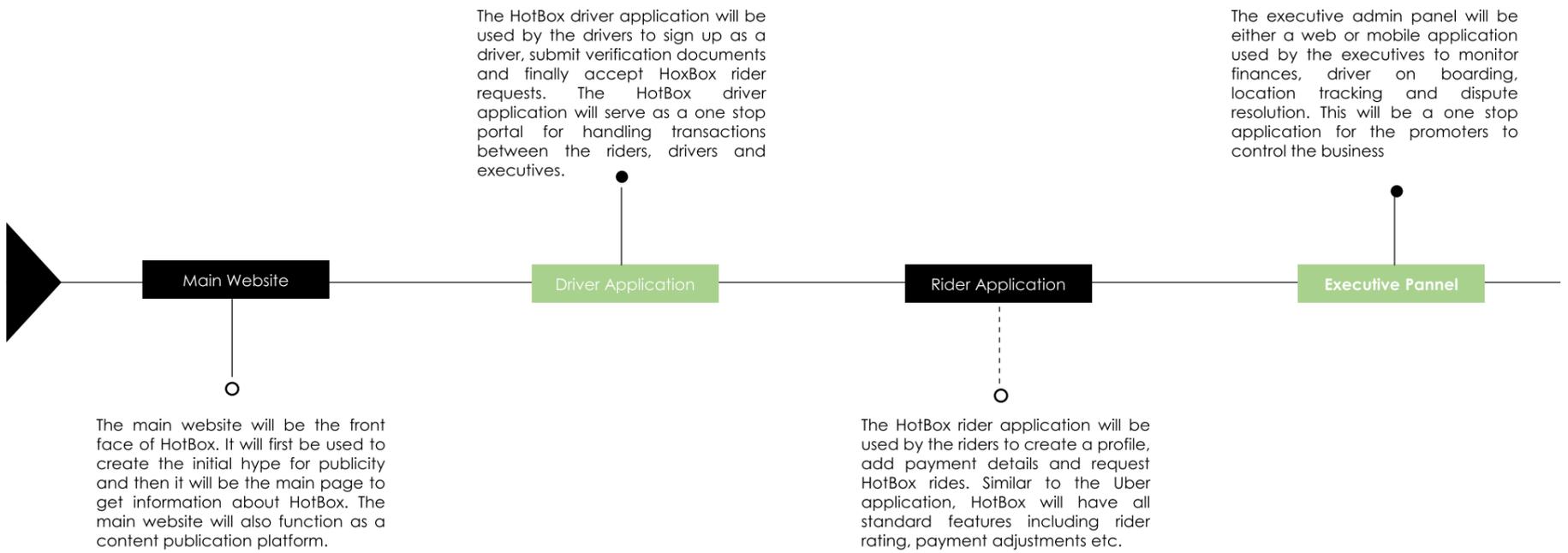
1. Conceptual Design #Dream
2. Presentation Deck Design #Think
3. Brand Identity #Think
4. Organizational Storytelling #Inspire
5. Website Development #Innovate

### CLIENT DELIVERABLES:

1. Business Execution Plan
2. Company Pitch Deck
3. App Mockups
4. Landing Page and Website
5. Brand Identity Bundle

# HotBox

## Cannabis Friendly Ride Share Experiences



# WINDSOR COMMUNITIES

## How Curated Experiences Unleashed a Wave of Emotion in a Residential Community

The definition of a residential community has changed for good. Phew! The new-age residential community is no longer just a place to live. Instead, it's a place to celebrate, grow, and experience events that enrich your existence.

Windsor Communities is a progressive Californian community of over 30K apartments that values individual identity, inclusivity and self expression. Windsor Communities discovered Spaceman & Co in their need to create an experiential marketing campaign to help spike resident retention rates and brand loyalty. The client needed a \vibe-licious campaign that resonated with current residents and established a sense of belonging by going beyond traditional community events and unleashing free flowing emotions.



We tackled this interesting challenge with our deep understanding of different consumers and their respective psychological triggers. By blending a heady mix of stories, events, activations and content, our team designed targeted experiential campaigns for each consumer type and delivered a detailed step-by-step guide to implement our strategy. The results post execution were outstanding!

### SERVICE CATEGORIES:

1. Organizational Storytelling #Inspire
2. Immersive Experiences #Dream
3. Conceptual Design #Dream
4. Company Culture #Dream
5. Execution Strategy #Think

### CLIENT DELIVERABLE:

Detailed design and execution strategy for an experiential marketing program

## MEDIA STRATEGY

### 01. ESTABLISH

The first two months of our media strategy aim at establishing social media pages on Instagram, Snapchat, LinkedIn etc. and creating introductory content that will resonate a year long campaign that resonates the overall brand identity.



### 02. ACTIVATE

The next three months will aim at launching the campaign to the residents and using creative strategies to get residents engaged on our social media pages.

### 03. GROW

The latter part of the year will be used to enter into strategic partnerships with influencers to increase the number of impressions, promote open events and showcase the windsor community.



## EXECUTIVE SUMMARY

It has been an absolute pleasure staying at South park by Windsor - The organisational effort put in by you and the team is truly commendable! I health roli enjoyed every community event damn sure my sentiment is shared by all our neighbours. While you're under arrest of the team work hard to make us feel at home, it is essential for the management to streamline its event marketing strategy and organise engaging experiences that are aligned with their communities over all values and brand sentiment. With increasing number of luxury rentals in Downtown, it is no surprise that consumers for adapting as fast as technology and industry needs to catch up to survive. creating unique communities and building relationships is more important than ever, and having a Stellar social media presence is pretty much indispensable. In this volatile yet exciting era, it is also crucial to track how each event and strategic marketing decisions translate into measurable financial gain. As residential strategies and pop-up pioneers, Zippy labs partners with property managers to help the imagine how to present space and enhance their leasing model. revoke with properties for a for long duration and organise popup events and immersive experiences that deliver measurable results in terms of vetting new potential lease tenants, enhanced space offerings, organic press and social media impressions. The next few pages will take you through a proposal of put together for building - It will be a pleasure for me to work with you guys on make our home even better.

## COMPETITIVE ANALYSIS OBJECTIVE

- Identify Windsor Communities primary competitions in Downtown LA.
- Define each competitor's strengths, weaknesses, marketing strategy and social media strategy
- Determine areas of opportunity, competitive advantages and brand placement for Windsor Communities

## COMPETITIVE ANALYSIS STRATEGY

- Obtain proprietary historic data from Windsor Communities management and key stakeholders
- Identify relevant social media pages, real estate listings and advertising campaigns
- Conduct in-person tours of competitor buildings and meet with key stakeholders to holistically understand the competitive landscape

## DELIVERABLE

- Post the completion of the preliminary research, Zippy Labs will provide Windsor Communities a formal report detailing our findings and how they tie into our overall branding campaign.
- At this time we will work with the management to tweak and personalize the branding campaign to account for recent findings, short term goals and expectations.

## MEDIA PLACEMENT

### Social

**Organic:** Personalized social media profiles on Twitter, Instagram, Snapchat, Pintrest and LinkedIn

**Paid:** Instagram/ Facebook/ Google Ads. Instagram and Twitter influencers like HappeningInDTLA, dtla\_everyday, etc

### Brick and Mortar Retailers

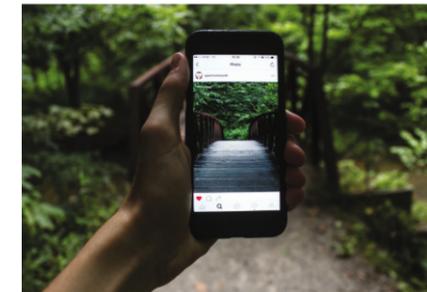
**Organic:** Event flyers, barter promotion partnerships, social media takeovers, partnerships with colleges

**Paid:** Event sponsorship, resident discounts, cross partnerships etc.

### Digital

**Organic:** Custom profiles on real estate listings, realtor websites, student housing websites etc

**Paid:** Premium real estate listings, virtual tours, billboard ads etc



### Guerilla

Customized polo T-shirts, neck ties, shot glasses, sunglasses etc.



### Windsor Communities

Print media in elevators, desktop wallpapers, newsletters etc.

## MEASURES OF SUCCESS

Success will be measured in qualitative and quantitative terms on a monthly, 6 monthly and annual basis. Progress deliverables will be presented to the management every quarter.

### Quantitative:

- Increase in number of followers on social media pages
- Increase in number of comments/ likes
- Increase in number of reviews
- Increase in number of residents attending events
- Increase in prospective residents that mention branding campaign
- Increase in number of residents renewing lease
- Analytical results from Google Analytics and online traffic monitoring tools
- Increase in resident satisfaction index

### Qualitative:

- Review comments and interaction on social media pages
- Monitor growth in resident satisfaction
- Increase in organic media coverage

# COSMIC DIGITAL VENTURES

## Inventing A Real Brand Voice For A Virtual Tech Studio

When ideators, designers, and coding geniuses come together for the sake of technology, something incredible is bound to hatch. Until this golden moment, technology belonged in the clutches of geeks, nerds, and computer lab rats. Not anymore! Building cool tech products needn't be peppered with hard facts, conundrums, and brain-dead adventures - To create something revolutionary, you needn't speak tech.

Cosmic Digital Ventures is a creative technology studio that empowers entrepreneurs by demystifying technological complexities and building the next generation of tech products.

<p><b>1. Mobile Applications</b></p> <p>Using technologies like React, Ionic, Phonegap, Sencha, etc, we build platform agnostic applications with superior performance and intuitive UI/UX. We have an unrivalled expertise in developing Android and iOS applications with expertise in Swift, C, Objective-C, Java and Kotlin programming.</p>	<p><b>2. Bespoke Digital Experiences</b></p> <p>We are a solution centric digital think tank that has full stack development teams for building next generation software products. With extensive experience in creating disruptive software products, our product engineering teams own complete software development lifecycle to deliver an experience that will bring your sci fi dreams to life.</p>
<p><b>3. Artificial Intelligence</b></p> <p>We specialize in developing multi-purpose chatbots with robust machine learning and AI algorithms that automate user interactions, cut costs and boost revenues. We work with Natural Language Processing technology that interacts with humans and connects language with machine perceptions to determine positive, negative or neutral intent.</p>	<p><b>4. Blockchain Technology</b></p> <p>We're known for investing in cutting futuristic technologies. Blockchain technology is no exception. We provide end-to-end custom Blockchain Application Development Services for diverse business needs and verticals. We possess an extensive hands-on experience in building robust and secure cryptocurrency applications using Blockchain ledger.</p>
<p><b>5. Outsourcing &amp; Back Office</b></p> <p>We help clients reduce costs by outsourcing any business task to our off shore offices. We also assist clients in setting up their own international back offices.</p>	<p><b>6. Digital Planning</b></p> <p>The digital revolution isn't just about powerful technology. It's about freeing people to explore and experiment. We help turn your digital ambitions to reality.</p>
<p><b>7. Control &amp; Process Design</b></p> <p>We help our clients streamline their business by designing and monitoring internal business and IT controls.</p>	<p><b>8. Data Analysis &amp; Management</b></p> <p>We analyze client data and provide actionable insights to use the data for maximum return on investment.</p>

## This marvellous brand creates products, both functional and beautiful.

The brand's need of the hour was to develop a swanky yet minimal brand identity along with a website and communications strategy. Spaceman & Co went beyond the call of duty and helped this eclectic tech wagon find itself through detailed concept notes, enriching brand identity sessions and an entire sleeve of communication strategies. What promptly followed was a cool LA hipster vibe and a minimal but intense voice that certainly couldn't be ignored.

### SERVICE CATEGORIES:

1. Brand Identity #Think
2. Conceptual Design #Dream
3. Website Development #Innovate
4. Communication Strategy #Dream

### CLIENT DELIVERABLES:

1. Concept Notes
2. Brand Identity Bundle
3. Company Website
4. Communication Strategy

### Cosmic Approach

Founded in 2017, we're a small, tight-knit group of ideators, designers and coding geniuses that share a mutual obsession for modern technology. We excel at designing and building mobile apps, creating and reconceptualizing brands, and crafting cross-platform digital experiences. We solve problems by listening to your ideas - We want to know about your challenges, goals, resources and dreams.



### About Us

We are Cosmic Info Ventures, a creative technology studio based in Los Angeles, Toronto and New Delhi. We work as a highly skilled team of collaborators with complementary expertise. We identify ourselves as an idea factory that turns ideas into functional products. Our sweet spot is where digital and creative combine to build something wonderful and useful.

[Read More](#)

## Your Technology & Simplicity Partner.

From beautiful apps to exciting AI and blockchain projects, we craft our designs with flair, care, and attention to detail. We've listened, we've planned and now we make those ideas into reality. Every project we accept is tackled by our talented in-house design and development team. They'll be on-hand at every step to make sure your project runs smoothly from start to finish.



Outsourced Services



Custom Apps



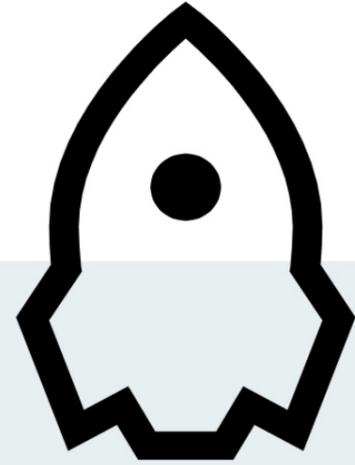
Digital Experiences



Brand Strategy



AI, Blockchain, VR



Cosmic Info Ventures is a creative technology, digital strategy & outsourcing studio that builds digital experiences, brand strategies, bespoke software and automated enterprise processes.

We solve problems by listening to your ideas - We want to know about your challenges, goals, resources and dreams.

We build useful things for passionate people, brands and charities.

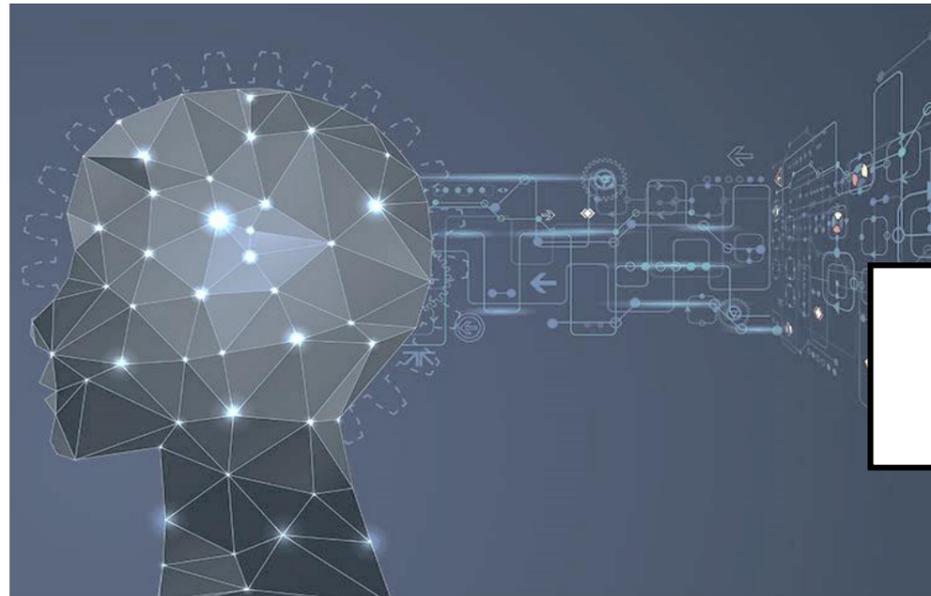
Strategise, plan, and execute. We create concepts that challenge your ideas and get you thinking differently. We then work with you to refine them, leaving you grinning from ear-to-ear.

# SIMPLIFY REALITY

## Pitch-Perfecting The AI Firm That Makes Customer Service More Human

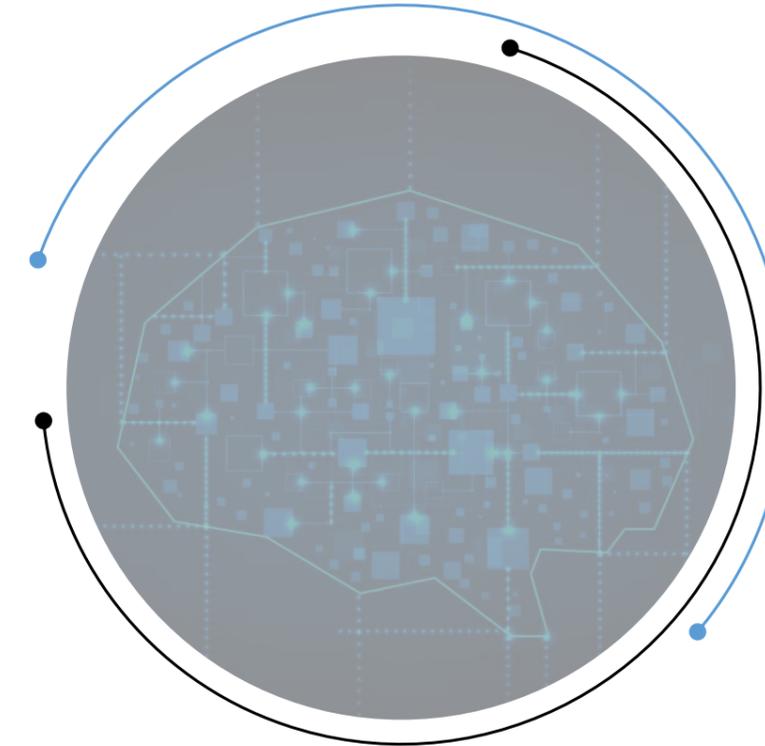
Remember those popcorn-dropping sci-fi flicks filled with ideas that popped out of a wormhole? Turns out, those ideas weren't so unreal after all. Imagine AI bots that are so much like humans, they can read into your emotions. The days of call centers are over. The future belongs to artificial intelligences that will interact with humans in a very real way.

Simplify Reality is a tech company that creates customized tools that aid proactive automated communication between companies, customers and employees. These cutting-edge tools integrate into a pre-existing software, recognize most languages, and also support any text platform.



SimplifyReality

Simplifying Communication // Reimagining Business



A brand as ingenious as this required an equally intelligent strategy. The brand came to Spaceman & Co to create an alternate model for their pitch story. The core deliverable was a compelling pitch deck that reflected the brand's highly-filtered human + AI essence. One thing led to another, and we also ended up crafting stories, use cases, process flows, and LinkedIn articles that spun around the brand's central narrative. The results were indeed real.

### SERVICE CATEGORIES:

1. Presentation Deck Design #Think
2. Organizational Storytelling #Dream

### CLIENT DELIVERABLES:

1. Product Pitch Deck
2. LinkedIn Content

Custom-built multi-lingual applications of

**Artificial Intelligence**

Simplifying Communication // Reimagining Business

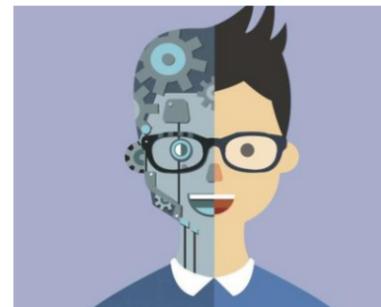
## Simplify Reality in Practice

We partner with brands & enterprises to build customized machine learning solutions that meet their needs of tomorrow

Whether it be banking, aviation, education, FMCGs or internal employee communication - We strive to simplify communication and reimagine business.

### Customer Service

Booking appointments  
// Product ordering  
support // Text-based  
banking // Cellular  
support // Travel  
logistics planning



### Brand Engagement

Product information //  
Travel information //  
Interactive instruction  
manuals // Awareness  
campaigns



### Internal Communication

HR Policies //  
Investment &  
Independence policies  
// Admin procedures //  
Time & Expense  
allocation



### Business Analytics

Customer insight //  
Interconnected  
relation analysis //  
Supply chain  
optimization



Hey! I left my bag in the train....  
How can I get it back?

**AI Suggested Response:**  
"We are sorry to hear you lost your belongings on board our train. All items found in the train or train station are handed over to the Lost and Found department. You can reach them at 1800-455-6789."

**PRIORITY**  
High

**SENTIMENT**  
Neutral

**CASE PHASE**  
Post-travel

**INQUIRY TYPE**  
Question

**CASE DETAIL**  
Lost Item

Customer Service

Hello Macy's...What can I wear tonight? I'm going for a retro dance party?

**AI Suggested Response:**  
"Hello there! Why don't you try the black shirt you bought yesterday and the white jeans you got bought on Thanksgiving. Let me know if you don't like this and I'd be happy to suggest another outfit."

**PRIORITY**  
Medium

**SENTIMENT**  
Neutral

**CASE PHASE**  
Suggestion

**INQUIRY TYPE**  
Question

**CASE DETAIL**  
Outfits

Brand Engagement



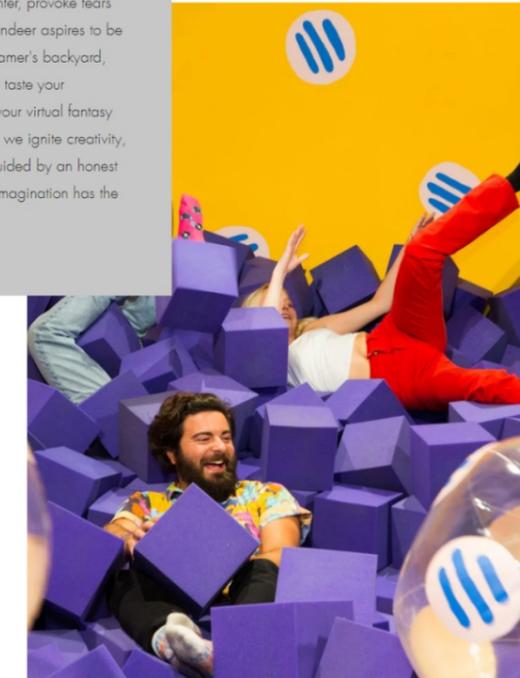
# CHARMING REINDEER

## Assigning A New League To Experience Design

What if spaces could whisper and talk? What if some unique experiences could send you on an enthralling journey of self-discovery? What if design could get under your skin and resonate with your existence? Experiences are what build humans, both internally and externally. Experiences handcraft us from birth. The power of experiences, if unleashed, can truly, truly change the world.

### It all stems from creativity

The Charming Reindeer builds one-of-a-kind immersive experiences using digital, experiential and product design. We build concept experiences that blend nostalgia, culture and technology to create shareable memories that incite fun, evoke laughter, provoke tears and inspire ideas. The Charming Reindeer aspires to be a playground of imagination - A dreamer's backyard, where you can lose yourself in color, taste your childhood, swim in candy and visit your virtual fantasy world. With every space we create, we ignite creativity, protect inclusivity and inspire play guided by an honest belief that anything is possible and imagination has the power to change the world.



Charming Reindeer is an experience design company that crafts shareable memories replete with fun, laughter, and inspiring ideas. From immersive brand experiences to bespoke festive décor - Out-of-the-box creativity forms the soul of the brand.

Charming Reindeer's immersive experiences merge analog, digital and hybrid elements to make spaces communicate at a deeper level.

Our exploration of the brand began with the simple mandate of brand identity topped with a brochure, and website. However, as we went about digitizing concept notes, visualizing elaborate ideas, and creating implementation plans we developed a unique bond with the brand that led us to collaborate further and create a chronicle of immersive events and shareable memories. We continue to imagine the unimaginable with Charming Reindeer.

#### SERVICE CATEGORIES:

1. Brand Identity #Think
2. Conceptual Design #Dream
3. Website Development #Innovate
4. Communication Strategy #Dream

#### CLIENT DELIVERABLES:

1. Concept Notes
2. Brand Identity Bundle
3. Company Website
4. Communication Strategy

The Charming  is a New Delhi based  
experience design company. We craft  
shareable memories that incite fun, evoke  
laughter, provoke tears and inspire  
ideas 

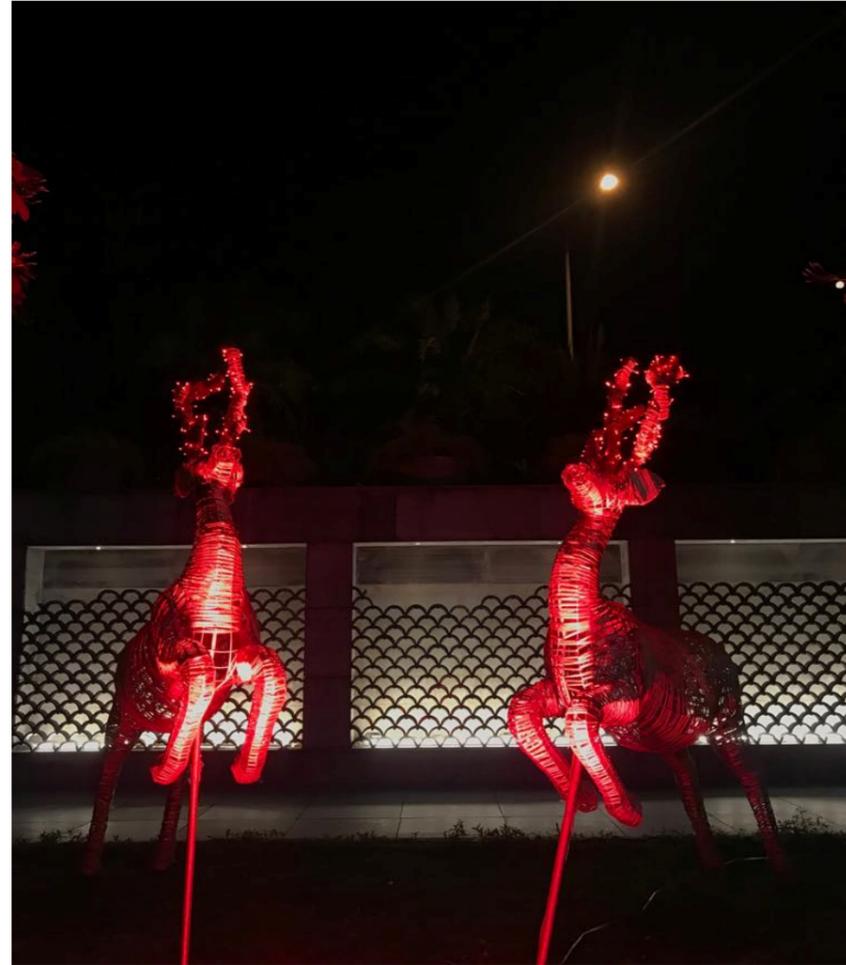
# EPICURIA

## Reimagining Holidays & Festivities

Only if the same old Christmas that comes toddling every year could turn up slightly differently. Only if the Christmases of the past, present, and future could coexist! Could the Christmas tree be reimaged, or recreated? Can reindeers be drones?

Visions of Altered Festivities is an endeavor that goes beyond definition. It's an artist's lens through a time machine. It's festivities reimaged. Some call it an experience, while others fall short of words to describe it. Welcome to a mosaic vision of festivities that bring together all its older and future interpretations on a larger-than-life canvas.

The brand - a leading shopping mall - envisaged creating an extraordinary holiday-season experience by going beyond the traditional feel of Christmas trees and monotonous red & green decor.



The brand wanted an experiential installation that was thought-provoking and presented an altered perspective of Christmas. The creative challenge was to extrapolate its abstractions to crystal clarity and present a complex work of art to mass audiences. Something like this was never done before.

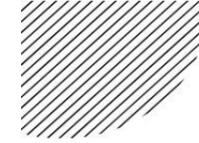
Spaceman & Co accepted the challenge and reimaged Christmas from scratch. We deconstructed and demystified Christmas to the bone. We looked at Christmas from the past, the present, and future to create a digital experience that blended AI powered projections, lifeless mannequins and an upside down Christmas tree. We conjured a whole new perspective through stunning use of technology and art. We like to believe that our artistic experiment pleasantly changed the definitions of the world's biggest festival forever.

### SERVICE CATEGORIES:

1. Organizational Storytelling #Dream
2. Immersive Experiences #Dream
3. Visual Art #Dream
4. Creative Direction #Think

### CLIENT DELIVERABLES:

1. Experiential Art Installation
2. Holiday Season Experience Strategy
3. Holiday Season Decor



## Visions of Altered Festivities

The art of art, the glory of expression, and the sunshine of Christmas - It's all a simple projection of the festivities gone by and the festivities yet to come.

"Visions of Altered Festivities" an installation by Aditya Aggarwal draws inspiration from Catholic traditions of the middle ages and dreams of the near future.

The right end of the installation is an abstract representation of the holiday spirit from the near future - Two robotic reindeers display projections of futuristic festivities, while the looping art formations on the mannequins represent the transient nature of joy.

Speaking of transition, on the left end of the installation, an inverted Christmas tree might look strange at first, however, from the 7th Century all the way to the 12th Century the Christmas tree was originally meant to be hung upside down so that pagans knew the tree was not simply a floral decoration but was instead a symbol of Christianity. Eventually, this tradition transitioned to the upright Christmas tree, so that the tree pointed towards heaven.

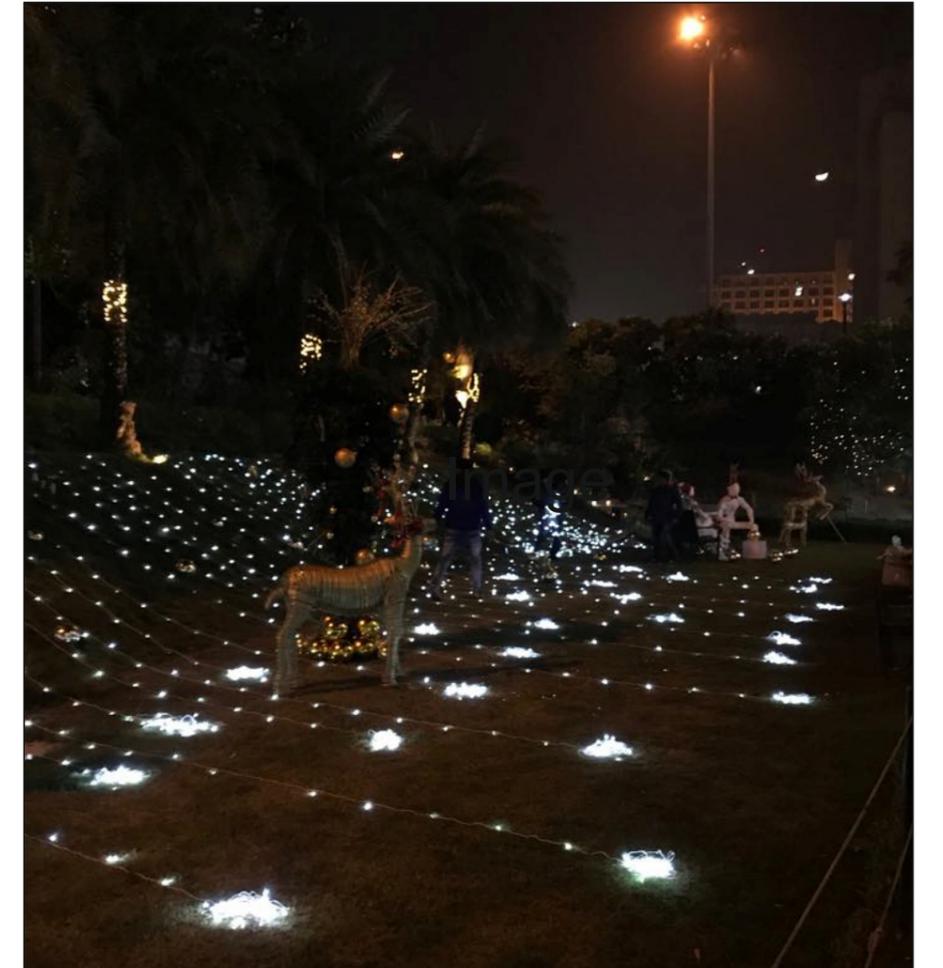
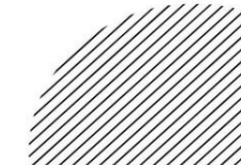
As you experience the installation, feel free to use the glass mirror to check out your holiday look - Or look deeper through the art, and you might find your soul.

Happy Holidays!

#CharmingReindeer #SpacemanAndCo



Charming Reindeer - Experiences w/ Personality  
A Part of Spaceman & Company  
+91 987-308-4356 | +91 995-321-6682  
www.charmingreindeer.com | www.spacemanandcompany.com



# DREAMLAND PUBLICATIONS

## We Refurbished A Publishing Company That Brought Back The Fun of Learning

Almost every child's dread and longest-living fear, textbooks, are infamously cramped with drab and uninspiring information that sap the fun out of learning. With a near-monster status and a nightmarish reputation, the well-intending boring textbooks are one of the biggest reasons why children, especially in India, lose inspiration in their educational journey.

Dreamland Publications is a visionary company that dreams to change the blueprint of Indian education. By introducing functionally crafted books that resonate with the child's psychology, and appeal to their imagination, Dreamland integrates digital elements in traditional paper textbooks to create a new league of future-ready books.



India's first vertically integrated, fully automated  
& digitally enabled  
educational publishing house



A dream so expansive required someone who understood the magnanimity of this vision. The brand needed an intricate business plan, execution strategy and pitch deck that took into account the complexities of such grand scale.

We jumped into our spacesuits and created everything for the brand - From a business model canvas, capturing and articulating the brand's vision, to marketing plans, investment strategies, and pitch decks. We also dabbled with design and animations to make the brand ultra communicative and provide a cheerful identity that resonates with the investors and young customers alike.

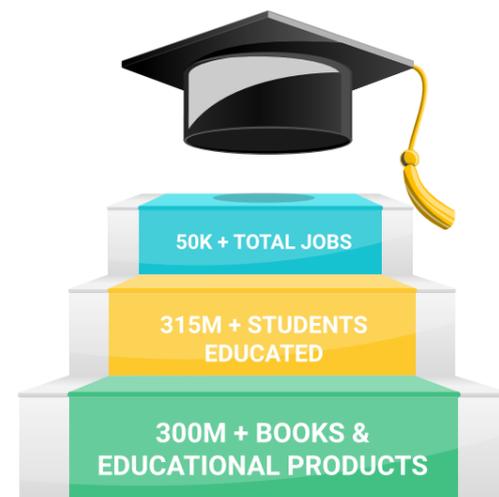
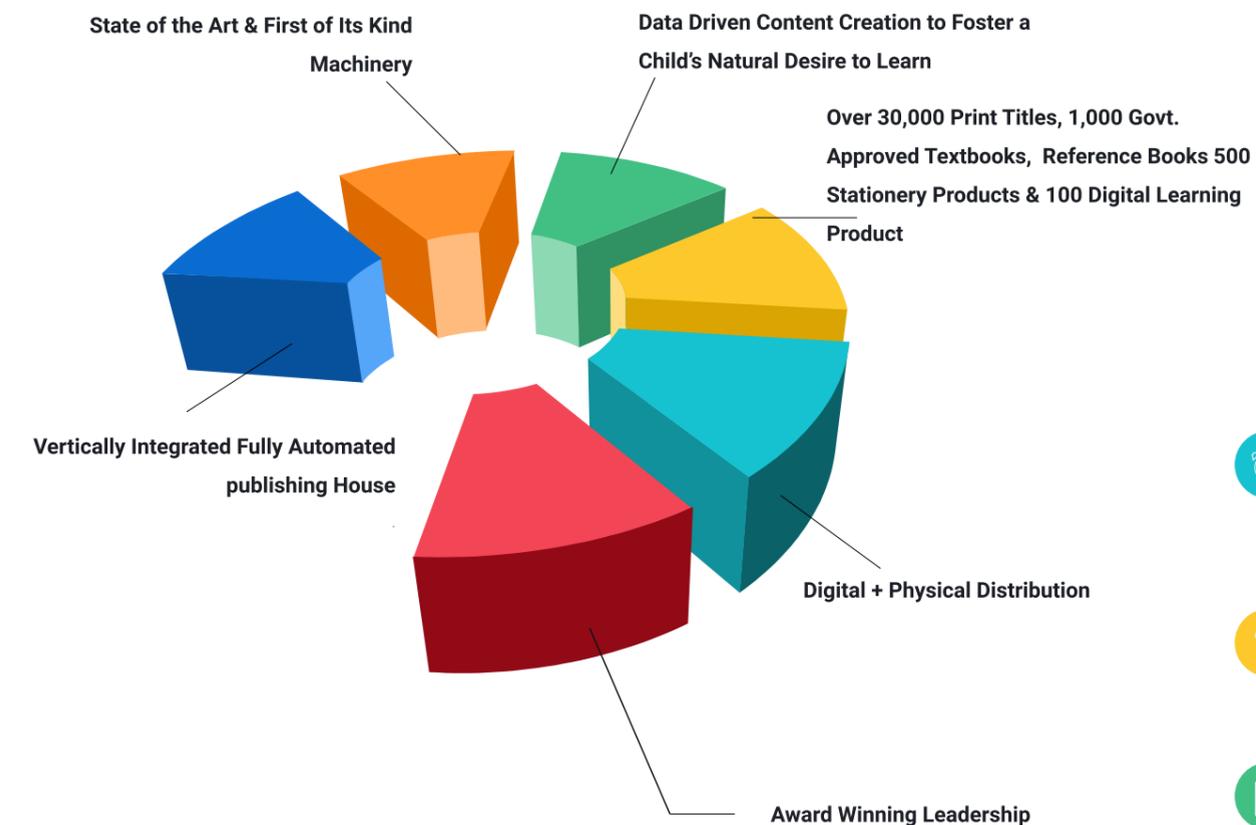
### SERVICE CATEGORIES:

1. Conceptual Design #Dream
2. Business Plan Development #Think
3. Presentation Deck Design #Think
4. Brand Identity #Think

### CLIENT DELIVERABLES:

1. Business Model Canvas
2. Pitch Deck
3. Detailed Financial Plan
4. Brand Identity
5. Communication Strategy

## Project Highlights



### Made in India for The World

This project is inspired by the "Make in India" vision. Once set up, the project will provide jobs for over 50,000 people (2,000 Direct Employees and 48,000 Indirect Employees) and impact not only domestic markets but also international markets of the Middle East, Africa and Europe.



### Mission to Educate India - One Book at a Time

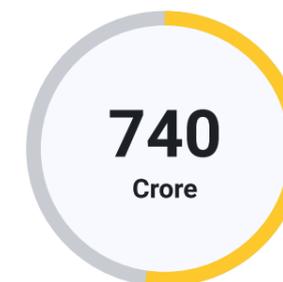
Our foremost goal is to provide every Indian with quality books and self sufficient educational content. Through our innovative branding and multi-channel distribution we envision our books to reach even the remotest parts of India



### Bring Out a Child's Desire to Learn

Existing textbooks, Government approved books and study guides are boring and monotonous. In this digital age, we aspire to bring back a child's love for books by creating engaging content that inspires self learning and creativity

## Financial Summary



### Investment

The INR 740 Cr Investment will be used for procurement of 20 acres of land, factory construction, machinery, staff and marketing



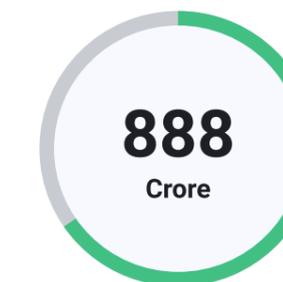
### Products

These products include quality textbooks and library books, quality paper products, digital learning products and paper stationery



### Revenue

With multiple revenue sources such as digital distribution as well as brick and mortar stores, double digit growth rates are expected



### Net Profit

Based on our projections, after the initial gestation period of the business, 25 percent net profit margins are expected

The initial gestation period for the project is one year and the above projections are for year two of operations. By year three, **after raising an additional INR 5,500 Crores**, the project is expected to generate **INR 25,000 Crores** revenue with **INR 6,250 Crores** annual net profit.

# AMORPHOS PACKAGING

## Transforming A Traditional Lamination Company Into Its Digital Avatar

When everything's so impermanent, why didn't God bestow on them a layer of protection? He did, and He called it Lamination. When the wonderful art of lamination was taken for granted, it needed a saviour who would pick the technology from trenches and put it in its rightful place. A savior who'd show the world how it's done.

The grand legacy of Amorphos Packaging was founded in 2005 with the vision of simplifying procurement of packaging and lamination films. Today, Amorphos features on India's most elite list of trusted thermal and cold lamination film brands.



This hardworking brand was looking towards a complete revamp, or shall we say metamorphosis, from the logo to the website. The brand also needed their standard operation practices like accounts and reporting to go digital. It didn't quite stop there! An online sales strategy was also in the cart.

From designing the mission and vision statement to the product packaging, we went all the way with the brand through their rebranding epiphany. We also shifted the organization from its traditional processes to fully automated digital processes. The B2B company was, for the first time, taken online. By adopting a digital approach coupled with effective rebranding, the brand carved a name for itself among big players like 3M, Scotch, and HP.

### SERVICE CATEGORIES:

1. Brand Identity #Think
2. Digital Restructuring #Think
3. Business Process Design #Think
4. Strategic Growth Partnerships #Think
5. Website Development #Innovate

### CLIENT DELIVERABLES:

1. Corporate Brand Identity
2. Communication Strategy
3. Company Website
4. Digital Strategy
5. Business Process Flow Charts

