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Markr.

PITCH SCRIPT

Welcome everyone, we are Pizarra Inc., a team of 5 passionate individuals: myself Matias Flores, Anastasia Putuntica, Daniel Vaswani, Sarvin Satchithanantham and Luciano de Armas.

And today we are here to talk about our new tool. I'd like to start by asking you a simple question.

How difficult and annoying is it to create a brand guide from scratch? Think about the complexity of a project when you add development

Let's forget about it.

Pizarra is here to solve that problem

By improving widely on brand consistency, project efficiency and in Stuurmen's case, individual web development time for each project.

Current Brand Guide Systems platforms house only one Brand Guide System at a time and prices are made accordingly. We offer a reliable tool to work with multiple clients BGS'.

Nowadays, elements like text and images are easy to implement because it just needs to be typed in / uploaded. When it comes to more custom elements, they have to be coded manually and our response to this is that we will create a rich library of the most useful elements to include in a BGS and make them highly interactive.

A brand needs a digital home, a platform for all your branding needs, one that helps you manage your Brand guide system(s) on the fly, along with categorizing them for easy retrieval, controlling who has access to individual BGS pages for read and write, and further than that, individual elements/ assets control.

THIS, IS **Markr**. Thank you for your time.