



**GUIDEWIREGROUP**  
SCORE CARD

## Freshly Branded

<b>22</b>	<b>Business Viability</b>	<b>Execution on Business &amp; Product</b>	<b>Team</b>	<b>Business model</b>	<b>Funding</b>
	<b>3/3/3</b>	<b>4/3</b>	<b>3</b>	<b>3</b>	

**SUMMARY:** Freshly Branded is a market place for creative services, bringing together designers and other creative freelancers with budget-conscious new and small businesses (primary target markets). The online marketplace positions the company as the broker in a \$2.75B market, in which 600,000 new businesses in the U.S. spend roughly 9% of their revenue on marketing.

Launched in October 2009, Freshly Branded has tested its transaction-fee business model, generating very modest revenues in its first month of operation and averaging 70 submissions from designers for each project brief.

**STRENGTHS / CHALLENGES:**

Strengths:

- Freshly Branded has a clear understanding of the constituents of its market; it's sharp design sense is evident in the site design
- Early adoption by designers provides critical mass to enable robust competition for projects.
- Revenue-generating from Day 1.

Challenges:

- The company faces strong competitors, 99designs.com (2.5M unique) and Crowdspring (\$1M+ unique visitors)
- The small business market is very large, yet highly fractured. Marketing to this audience can be expensive and inefficient.
- Key management team need additional direct marketing experience.

**COMPANY INFORMATION:** Freshly Branded, LLC Chris Routh - CEO  
www.freshlybranded.com

