



Vivid Vision 2024



SNAPSHOT

It's December 31st, 2024, and The Draw Shop is the forefront provider of custom, high-level commercial video services. As the original creator of whiteboard animation, we continue to set the standard for artistically advanced videos that empower any industry to break down complex information into compelling content. Using mediums such as 3D, VR, motion graphics, and mixed media, we supercharge team engagement through bespoke art that's absolutely delightful to digest. Through our suite of marketing packages, we help businesses reach their audience with irresistible clarity. Netflix, Thermo Fisher, Humana, thought leaders, and disruptive visionaries eagerly seek us out for our unparalleled services. Over the years, we've expanded into live-action, live scribe, and custom packages that **inspire our clients to fall in love with their business all over again.**

VALUES



Always be curious

We're hungry to learn and always stay open to possibilities.



Take care of the team

We make decisions that support everyone feeling happy, inspired, and acknowledged.



Deliver results

We dig deep to help every client discover their dream solution.



Generate enthusiasm

We are in love with our work, excited to share our ideas, and invite others to help us bring them to life.



Foster creativity

We think outside the box to problem solve and create value for our clients.



You are Capable!

We are empowered with the authority to provide the answer ourselves instead of defaulting to others.

TEAM

Summer Felix-Mulder, CEO and Founder, is our head visionary. When she's not projecting the future or envisioning a new angle for a project, she's cultivating connections through marketing and strategic partnerships, ensuring that team members are in the right lanes to know exactly *who* needs to do *what*. **Rose is our COO** and the glue that holds us together, day-to-day. On top of spearheading HR, onboarding, and payroll, she scans the inter-departmental operations to maximize the efficacy—and good vibes—of our processes. She nurtures outstanding relationships with all our clients.

Our **Art Director, John-Luke**, channels the personality of The Draw Shop through his creativity and unique ideas. He trains all of our talent, manages internal content, creates educational materials, and consults clients on complex projects. As we come up with new styles of video, he coordinates team members to expand their skill set and over-deliver, every time. **Lorey is our Chief of Efficiencies...** and queen of automation! When it's time for a new promotion, she's the person who knows how to make it happen, shortening our processes and getting our CRM and sales process humming! She knows our clients inside and out, advising them on their best options, and nurturing long-term relationships.

We partner with a **Marketing Team** to deliver our message to our ideal clients. They “get” our values and trajectory and bridge the gap between our message, our clients, and their pocketbooks.

Our **Project Managers, Copywriters, Editors, Tech, and Development Team**, enjoy absolute clarity for every situation. They always know who to approach when working on a project and have every resource they need to make our vision a reality.

Twenty percent of our clients go on to source marketing services from our **Marketing Division, Brandhouse Media**. Our full-service marketing team creates paid media campaigns, commercials, YouTube ads, and more, ensuring our clients have maximum success with the unrolling of their new material.



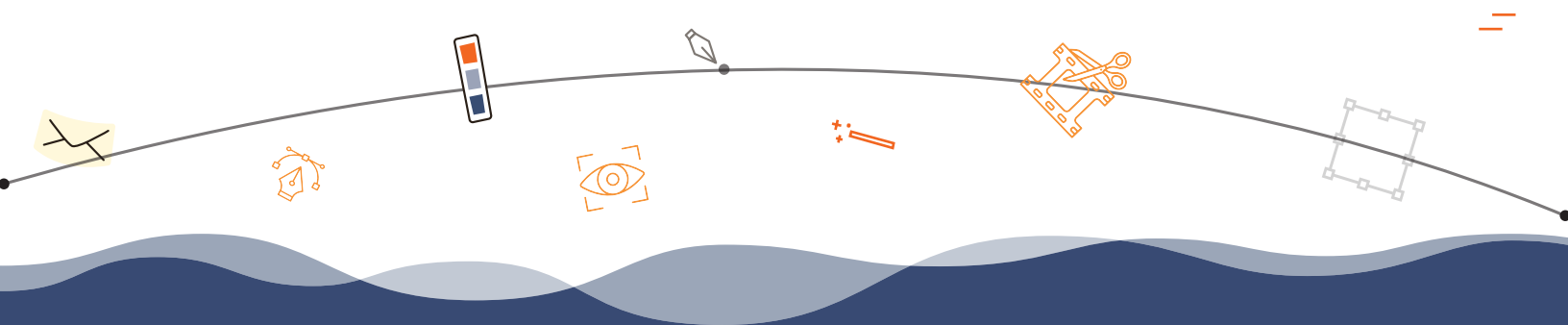


We go all in, *no matter what*. Even when we disagree with a particular approach, **we get behind our colleagues' ideas and give it our all**. We share a special bond, and that's what fuels our support for one another. With weekly department huddles, nobody's ever in the dark about the best use of their time and energy. Problem-solving is one of our strengths: With curiosity, we dig into the components of every client's success and ask ourselves, "*How can we do better?*"

Quarterly reviews are a time of celebration. It's our team members' chance to touch base with leadership and solidify the support they need for their next chapter of growth. We indulge in the celebrations established in the preceding quarter, and decide how we're going to celebrate our accomplishments next time. Team members are excited about their reviews because they're proud of what they've done and excited for what comes next.

Our Slack channel lights up with shoutouts for team members who've gone above and beyond. When one of our colleagues delivers outstanding performance, we're quick to report it to leadership so they can amplify the recognition. Together we create an environment where everyone feels appreciated. We work with an EOS implementer to consistently set and measure our goals. **When a goal is 80% achieved, we celebrate!** Team members select their preferred mode of celebration in advance; whether it's a costume party or a shopping spree, we'll make sure that your achievement is rewarded in a meaningful way.

Every week we have department huddles, and on a monthly basis we enjoy a fun afternoon activity. From escape rooms to cook-offs and beyond, we vote on what we want to do. Once a quarter, we hold Ideapalooza, where **every team member has a chance to present their juiciest business ideas**. After we decide which ideas to experiment with for the next quarter, we take the rest of the day off for recreation and team-building activities. We hold an annual company retreat, where we knock out business strategy for the year ahead and, more importantly, have a blast with our team. We take selfies during sweaty hikes, let loose at murder mystery parties, and play up the friendly competition at cook-offs. Whatever it is, we build trust and camaraderie with our Draw Shop family.



CORE SERVICES

The Draw Shop has a dedicated team for each of our core services. We guide our clients to apprehend the deeper value of their offerings and fall back in love with their business.

Elevator Pitch

Get your compelling message across in one minute or less with a strategy session run by a messaging expert, a one-page infographic and video showing the world what problem you solve, the unique way you solve it, and how you make their lives better.

Custom Video Production

Command attention through whiteboard animation, 3D, 2D, motion graphics, live action, and VR.

Live Scribe for Events

Blow up engagement with a live artist illustrating your presentations in real-time.

Drone Filming

Communicate your expertise with eagle-eyed footage.

Branding Videos

Build your personal brand and reach your ideal buyer with crystal clear messaging.

Interview Style Videos

Oh, the humanity! Connect on a personal level with your audience.

Unlimited Video Plan

We provide timely, scheduled editing, delivering you ongoing video content each month.

Genius Maps

Our artists map out meeting notes so folks remember—and smile upon—actionable takeaways.

Company Vision

Get everyone aligned and on board with your larger-than-life vision statement.

Packages

From DIY funnels to must-have video content, we're constantly listening to our clients and crafting needle-moving packages to get them to their goals, *pronto*.



HEADQUARTERS

Team members start the day eager to get to our headquarters in Salt Lake City, Utah. They're welcomed by the sound of jokes bouncing between colleagues as they collaborate in our **shared space**, which has loft-like openness and high ceilings. Some play ping pong while others nestle into a bean bag with their laptop. Our **filming studio** is bustling with activity, and team members exude enthusiasm to match. Those who want to work in private can do so in our adjoining **offices**, and when they need to recharge, the **nap room** is never far away.

We fill the space with art that makes our hearts sing, such as sci-fi illustrations and our favorite collectibles and figurines from Comicon. Each quarter we fulfill a request for workplace enrichment; we might have a yoga teacher come in, or even a massage therapist! Of course, we've got plenty of **chalkboard walls**, **glass desks**, and **whiteboard desks**, so there's always a drawing surface within reach. Throughout the space, there are **large monitors** from which remote workers stream. No matter where we're working from, we *always feel connected*.

SALES & MARKETING

We constantly work with **global companies** and create our products in every language under the sun. **Entrepreneurs and small business owners** are particularly close to our hearts. Those who are connected to their brand find solutions amongst our core services and are delighted at the results.

Big brands love us too! From Hershey's to Netflix, we crank up employee engagement through animated videos, genius maps, and live-scribing that supercharge the interest-factor. *We take great pleasure in making complex information—such as biotech—digestible and compelling.* As a result, our clients experience improved performance and retention across the team.

Radio ads, social media ads, referrals, SEO, and review sites keep us top-of-mind for entrepreneurs. We nurture lifelong relationships with clients and influencers, resulting in one cohesive (and irresistible) message: When it comes to white-glove video services, The Draw Shop provides unprecedented results. *We breathe life into messaging.*

MEDIA & AWARDS

The Draw Shop leads its media presence through **Marketing Executive Spotlight**, our much-celebrated podcast. Besides educating our listeners on the state of marketing today, we host incredible guests who not only inspire our listeners but also become The Draw Shop clients!

Our podcast has created quite the buzz, and as a result, Summer is frequently invited for interviews on other shows, such as those of Amy Porterfield, Donald Miller, and Marie Forleo. We've achieved first-page status for **Google** searches. **Forbes**, **Entrepreneur**, **Inc. 500**, and top entrepreneurial websites sing praises for the solutions we create and the marketing revolution we lead. Core team members receive awards for their influence in the industry, and we're incredibly proud of our **Glassdoor** ratings, which attest to our sky-high level of employee satisfaction.



FINANCIALS

We've kept our focus on our team's highest capabilities, happiness, motivation, and inspiration, and by pouring our hearts into our work, it shows in our growth. Thanks to our amazing team, we've **10x-ed our sales in the past three years, with a profit margin of 40%.**



COMMUNITY INVOLVEMENT

Each quarter team members have the chance to vote for a community movement that they care about. Whether through free video or volunteer time, we allocate personal and company resources to contribute to our chosen cause. We're always giving forward and always give our best.

FOUNDER FEELING



Look at all this we're doing *together*! Thanks to our innovative services and outstanding company culture, both our clients *and* team members are thriving. My heart is bursting with gratitude and joy.

There's an ease to our productivity, an unhurriedness to our momentum. We'll continue to increase our impact at a sublimely natural cadence.

Everybody on our team feels respected and cherished for their gifts. Together we can surpass any challenge, building upon the living proof that there is no cap to our individual and collective growth.

This is the dream... and we're living it.

–Summer Felix-Mulder

