

THIS END UP

— Building Effective —
Business Solutions

Helping Companies Reset Their Focus Back To Their Core Competencies.

We passionately believe that consistency of message reinforces a company's identity with the consumer.

1

Strategic Development: Market assessment. Goal definition. Strategic Roadmap. Actionable strategies.

4

Sales and Business Development: Sales strategies. Create focus. New business development. Optimizing processes.

2

Operational Improvement: Identify inefficiencies. Enhance productivity. Streamline operations.

5

Organizational Development: Structure design. Team building. Roles and responsibilities. Implement total quality.

3

Digital Transformation: Infrastructure assessments. Software solutions. Technology enhancements.

6

Marketing and Branding: Marketing strategies. Branding and Customer engagement. Brand visibility.

A Transformational Business Consultancy.

Driving cutting-edge solutions...unleashing business & people potential to over-deliver on growth expectations.

55+

Years of combined **Tier 1 business experience.** Nick Mosgrove, Greg Smith

12

Multi-National companies from which to draw "best in class" solutions.

4

Fast-paced data-focused Global Industries. **CPG, QSR, Beverage Alcohol, Cannabis**



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Challenges We Have Encountered.

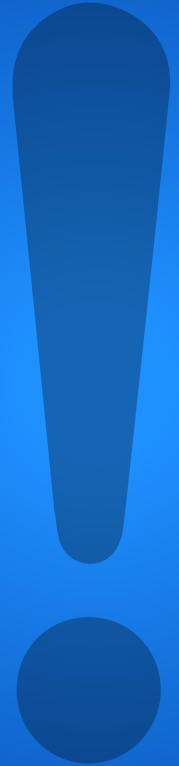
*Over the past year, we have had the opportunity to work with numerous passionate companies within a variety of interesting fields. Through the **Canada Digital Adoption Program** (CDAP) we have provided solutions to improve efficiencies, streamline operations and improve company bottom-lines. Fields we have worked within include:*

- *Dental Industry*
- *Facilities Management*
- *Agricultural Services*
- *Promotional Apparel*
- *Food Production & Distribution*
- *Beverage Alcohol*
- *Psychological Services*
- *Outdoor Furniture*
- *Home Building Industry*
- *Health & Wellness*

Solutions We Have Delivered.

Through detailed research, analysis and interaction with various software and digital asset providers, we have created solutions to meet the needs of clients within various Industries across a broad spectrum of cost variables.

- ✓ *Practice Management Systems*
- ✓ *Website Refresh & Rebuilds*
- ✓ *Subcontractor Management*
- ✓ *Accounting & HR Management*
- ✓ *Construction Management Tools*
- ✓ *Communication & Collaboration Tools*
- ✓ *Point of Sale Systems*
- ✓ *SEO Tracking & SoMe Planning Tools*
- ✓ *Customer Relationship Management*
- ✓ *Inventory & Payment Systems*



Key Differentiators



01

Customized Solutions

This End Up recognizes that there is not a “one-size-fits-all” solution, and each business deserves their own individual solution for their brand.

02

Data Driven Insights

This End Up leverages advanced data analytics and insights to improve decision making and provided evidence-based strategies for success .

03

Continuous Learning and Thought Leadership

This End Up stays current with key industry trends, sharing leading insights and digging deeper to stay ahead of the curve.

04

Innovative Technical Integration

Incorporating cutting-edge tools and technologies into the consulting services provided, enhancing efficiency, accuracy, and insight.

05

Proven Results

With over 50 “highly rated” completed Canada Digital Adoption Programs (CDAP’s), along with ongoing consulting engagements with leading Company’s in growing business segments, This End Up is ready for new challenges.

Canada Digital Adoption Program - Details

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Micro Grant

\$2,400 micro grant to implement digital marketing initiatives such as website design, search engine optimization, online sales, online bookings, social media support, and online advertising.



Digital Grant

Up to a \$15k grant to hire a Digital Advisor to create a CDAP Plan. The grant is provided to you to hire an experienced digital advisor to provide you with vendor-neutral advice.



Wage Subsidies

Once your plan is complete, you're automatically eligible to access \$7,300 in wage subsidies, as well as a \$100k loan from the BDC to help you implement your digital strategy.

This End Up

We specialize in providing innovative solutions to help your business thrive. We understand that in today's constantly changing business landscape, it's essential to have solid strategy in place to achieve long-term success. That's why our team of experienced consultants works closely with you to develop a comprehensive strategy that aligns with your business objectives, improves efficiency, and drives growth.



Canada Digital Adoption Program. Up to \$24,700 in Government Grants.



Access to up to \$100,000 Interest-Free Loan from the Business Development Bank of Canada



Thank You

Do You Have Any Questions?



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