

BEYOND BERLIN

CONSULTING
PACKAGES

2012

BEYOND MARKETS PACKAGE

Successfully entering the
German speaking markets

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By phone: +49 30 61 62 96 91
By email info@beyondberlin.com

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WHAT YOU WANT

So you want your brand to enter the German-speaking market? We offer a comprehensive package that includes everything you need to do just that — providing exactly the right support to ensure your brand moves successfully into this market.

You might wonder why you should spend money on a service when you don't exactly know what it will bring you. We know from experience that good preparation for the market makes all the difference. Taking the risk to jump in to a foreign tradeshow and expect people to just find you and buy your products. That's a weak strategy.

You will undoubtedly gain much more if you prepare for the task at hand with a little help from us — ensuring there's a buzz around your attendance, that people have you on their radar and feel that they can't miss the opportunity of a tête-à-tête with you!

You may even recover your investment in our consulting package with just one extra sale! We know it's not always easy to enter markets in other countries, but, with us by your side, we assure you that this is defiantly one leap of faith that will pay off.

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BOOK ONE OF OUR
PACKAGES NOW!
AND GET A EUROPEAN
GREEN CONCEPT STORE
LIST FOR FREE!

WHAT YOU GET

- *An analysis of your business, mainly focusing on the marketing, distribution and retail aspects
- *A review of your current marketing, distribution and retail strategies
- *A strategic plan for product pricing, distribution and communications
- *An evaluation of your market positioning
- *An operational marketing and distribution plan (i.e. trade shows, showrooms, distribution channels, stores)
- *Suggestions of edits and additions to your stockists & store lists for this region (signature stores, online stores, departments stores, green concept stores)
- *Advice about prospective sales representatives for the German-speaking market

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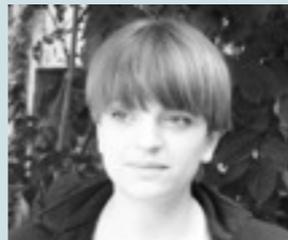
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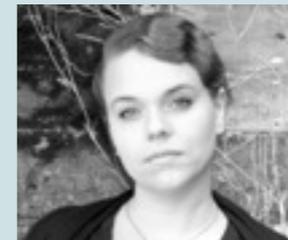
WHO WE ARE



Fredericke Winkler



Frans Prins



Lena Nocke



Alexander Bretz

We are Beyond Berlin. Our agency for sustainable fashion and lifestyle represents high-quality green labels in the German speaking market and offers consulting regarding sustainable product development, marketing and distribution strategies.

We share our expertise through workshops, lectures and events, and through our articles and publications in several media.

Our dedication towards sustainability, our know-how of the market and the retail sector, our strategic approach, our sense for high design, our international network, our revolutionary spirit, and our human approach make us what we are: Beyond Berlin.

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FREQUENTLY ASKED QUESTIONS

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1) How should I prepare for the first meeting?

The first meeting serves as an initial assessment and has two main aims: Firstly, to get to know each other and find out if we will be able to work well together.

Without a mutual understanding and some common ground, it's unlikely that we'll be able to achieve good results. Secondly, we will form a picture of your current situation. What stage the company is at? What are its strengths and weaknesses? What visions or concerns do you have? What are your expectations for our partnership? How much potential do we see for the future? And last but not least, to what extent do we see a role we can play in the company's future success?

Nothing that doesn't already exist has to be prepared anew, but everything that will give us a feel for the company and help us get to know the ethos should be made available, such as Lookbooks, texts, the Designer's CV, and sample pieces. Unless you are a start-up-company, we advise against only including ideas for future collections. We want to gain a holistic view of what the brand is about; where it has come from as well as where it wants to go. We've found that, in this context, only looking forward provides a very narrow set of concepts and possible directions to work with.

Two questions you can prepare to ask, because we always ask them, are: (1) Describe your company idea in three sentences; And (2) Why did you choose to set up this company?

2) How long does this kind of consulting take?

The duration of consulting depends on a number of factors. We often accompany the development of a start-up or the process of entering a new market for six months. If our client only needs priming, has concrete difficulties with a customer for instance, or finding the right personnel, two sessions should be sufficient.

3) Are there business criteria for the consulting packages?

There are a few critical pieces of information that we require, such as collection volume or number of customers, because often we are asked to optimize those numbers. We can only do this if clients provide

the data and are interested in seeking our advice. Constructive criticism and hard-to-hear facts are sometimes part of the game and must be dealt with, including considering new directions if the initial concepts are rejected. It is important that the company's vision captures our imagination. We need to be able to understand the essence of the brand and the company. If we have that, there is no reason why our collaboration shouldn't be successful.

4) Does Beyond Berlin do a sustainability check?

Our vision is that fashion and sustainability become inextricably linked and carrying out a sustainable check on prospective clients is therefore an important part of our process. This means we would want to get a picture of the ecological and social aspects of your business and production practices. That said, coming across an area that was a cause for concern and could do with development would be viewed as something we could work on together — rather than as a reason to reject a client. Furthermore we are also open to companies that haven't followed explicit sustainable criteria to date, but are committed to doing so in the future. If that is the case we assess at what stage the company is at the moment and help develop a plan to incorporate sustainability without jeopardizing the existing Corporate Identity, but ideally optimizing and expanding it.

One clear criteria for exclusion though is, if we have the feeling that the label's green interest isn't based on ethical reasons but on calculation. Not only because that doesn't go along with our values but also because that kind of basis doesn't lead to the success hoped for.

5) What do Beyond Berlin's sustainability criteria look like?

We follow a four-point system that sums up our definition of sustainability.

a) **People.** Products must be produced and traded under socially fair conditions. This we examine by either the documentation of any certifications or by conducting our own research about production sites and suppliers. If the client exceeds a certain company size and can't verify certification, a check-up will be done for an additional

fee.

b) **Planet.** Fabrics and other components must be ecologically friendly, either certified or documented thoroughly. (This does not necessarily mean exclusively natural fabrics as there are also a number of ecologically friendly synthetic fabrics) Furthermore we examine the broader aspects of how the company operates; carrying out, for example, an energy assessment or by verifying avoidance and disposal of waste (also in the designing process). Verifying the logistics or packaging and labelling also fit in here.

c) **Profit.** A company can only be sustainable, if it is economically sustainable, which means it understands how the market works, makes reasonable investments (by choosing the right bank for example) and acts in a responsible way.

d) **Psyche.** Aesthetic sustainability is an intrinsic component, especially for us in the creative scene. To what extent do we respond to the fashion cycle, how fast do styles have to change? How do we create products with longevity that consumers will want to use over and over again? How do we create products that will, materially, stand the test of time? And, how do we achieve continuing social developments with more sustainability through our communications? What influence do we have on society? The psyche element also plays a role in the mindset of those making the decisions; Sustainability is not a hat that you can wear, but an understanding that penetrates each layer. It should influence all a company does and every aspect of its Corporate Identity.

6) What does an initial consulting session look like?

After the first conversation we create an outline of we drew from the meeting and offer an initial evaluation of the state of play and the first steps forward. This typically includes; a summary of the company current standing and its aims, as well as an assessment of the type and duration of consulting thought to be most relevant/needed. Then as soon as we agree on the terms of the agreement, the consulting part would start. Here an example: A medium-sized company has come to realise that it is stuck in a dead-end stylistically. Until now it has concentrated intensively on its ecological and

fair production, which is why most of its stockists are typical green retailers. To grow from here, it is important for the company to better position itself in the conventional fashion market, something that hasn't happened much before. The company's opening question is: How much do we have to change our product range to become more fashionable? Do we need to differentiate our communication strategy for the green and the conventional retailer?

Beyond's strategy would include a careful rework of the communication and sales strategy so that it doesn't put off existing customers but allows for new customers to be drawn in. We would suggest reconsidering the previous strategy and focusing on the essential core (which ecological and social facts are important to communicate for the company and which facts are self-evident?) and complement this with new characteristics. Usually the consulting for this kind of restructuring takes approximately six months, a time period during which we meet each other once every two weeks for about 2-3 hours to discuss what is new, evaluate the work that has been done so far and assign new tasks, as well as setting deadlines. In this example the total number of consulting hours would be around 24.

7) Does consulting also include services such as writing services or acquisition?

The main task of consulting is to give meaningful advice and develop together working directions. The Scope of Work (SOW) includes a chronology of the tasks that we aim to accomplish together. Operative services, such as texting are not included in this. If we realize during the process that another service provider could do certain aspects of the work better, we will support the client in finding a good source.

Occasionally we will offer this service ourselves, which is not normally part of the SOW. What we will gladly do is to pass our network information on to our clients by recommending and connecting them with suppliers, retailers, sales agencies or PR-agents. The optimization of existing stockists, for example, is a common service of our work.

8) How much does consulting cost? How is the price calculated?

We always charge fixed daily rates, which are offered in lots of 8 hours. This way we don't have to fulfil many preparatory obligations if there is a long time period between the individual consulting sessions. A daily rate costs 800,-€, (100,- € / hour). If we stick to our example in point 6, the consulting would cost 400,- € a month (2 appointments of 2 hours) and 2400,-€ in total.

9) Do you offer a Start-Up-Discount?

We have decided not to offer a start-up-discount, as we have learned that start-ups are not necessarily in a more difficult financial situation than brands that are more established. On the premise that the founders are very labor-intense for us but inspire us at the same time- this discount would be unfair.

10) Can we cross-finance your consulting offer with public funding?

In many countries export funding exists. Next to financing exhibiting at fairs or travelling costs, this funding also gives the opportunity to finance consulting and improve the support abroad. Within the consulting we do like to accompany applications for funding that could help financially in identifying and entering new markets.

11) Who are the Beyond Berlin consultants I would be working work with?

Our team consists of three consultants that have different areas of expertise and focus. Fredericke Winkler focuses on marketing matters. If questions arise with regards to sales, communication, product, or price she would join the table. As lawyer and merchant, Alexander Bretz will provide answers to legal and business questions. Frans Prins carries out the sustainability check, develops sustainability strategies and communication concepts and coordinates market research. You will always get a three-in-one-package, but it is important to us to offer you a face-to-face-service. This is why clients will be assigned one consultant as their main point of contact that will clarify all conditions, discuss approaches and monitor developments.