



ideakraft

**We are a creative agency
that builds award-winning brands and websites.**



OUR CAPABILITIES



Brand Strategy & Design

We build purpose-driven brands.



Web Design & Development

We build websites that connect.



Content Marketing

We strategize, create and manage content marketing campaigns.

IDEA-KRAFT.COM

ideakraft

MEET THE TEAM

We're an agile team of thinkers, makers and can-doers ready to transform ideas into meaningful creative that connects and converts.



AMT

CAT

eni

Amphenol
IPC

motili

FERRE
INSTITUTE

ICS

GREATER
BINGHAMTON
CHAMBER OF COMMERCE

ACCO
BRANDS

JCCGCI
JEWISH COMMUNITY COUNCIL
OF GREATER CONEY ISLAND

Pleasant Valley
WINE COMPANY

LUMA

the Y
YMLCA

LIBERTY
PARTNERSHIPS
ESTABLISHED IN 1986 BY NYSED

Syracuse University

CUNY
THE CITY
UNIVERSITY
OF
NEW YORK

SUNY
Cortland

BINGHAMTON
UNIVERSITY
STATE UNIVERSITY OF NEW YORK

I ♥ NY

CEO

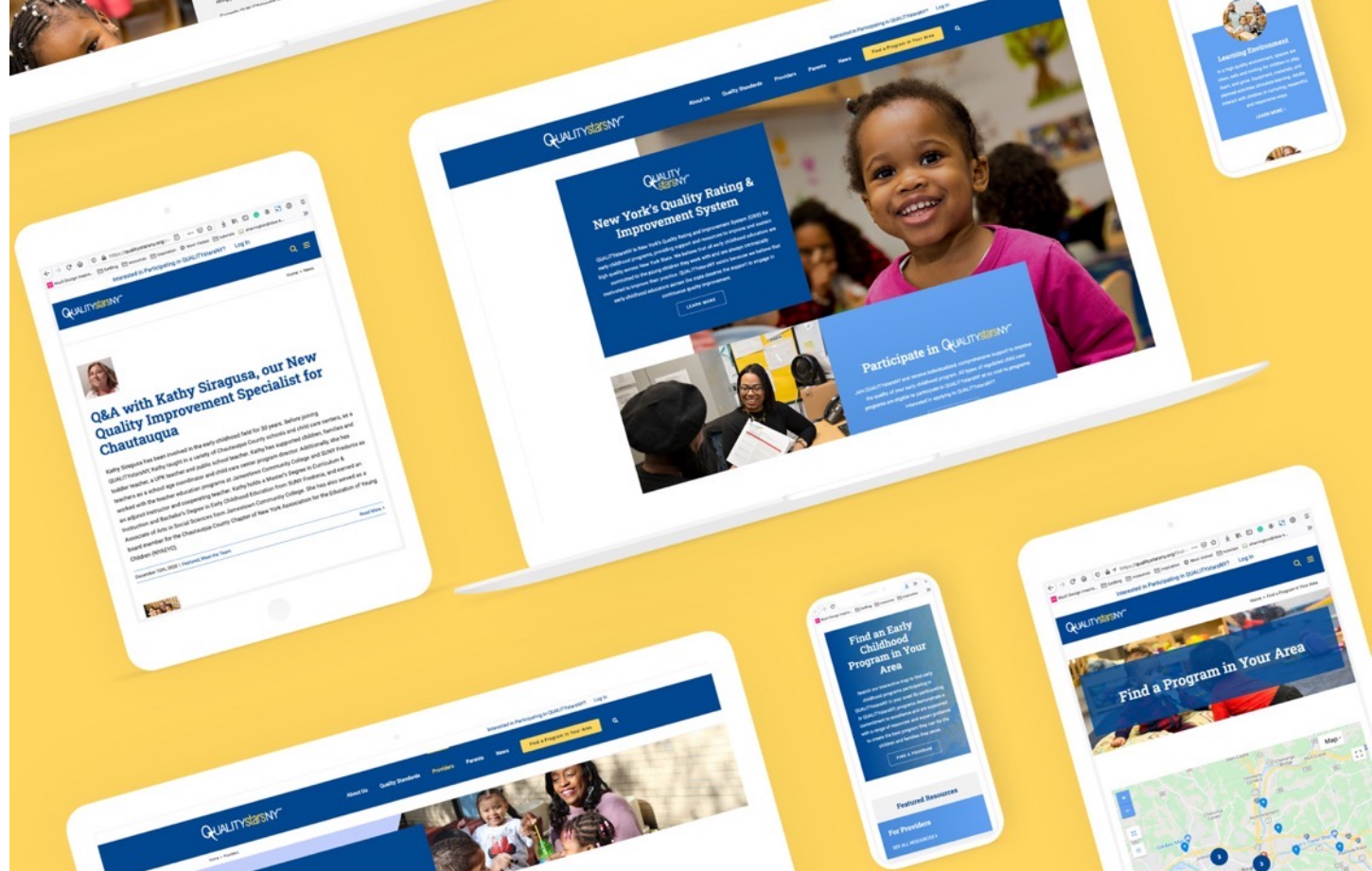
MORRISVILLE
STATE UNIVERSITY
OF NEW YORK

Universal

GUTHRIE
COMMUNITY
CREDIT UNION

CORNELL UNIVERSITY
FOUNDED A.D. 1828

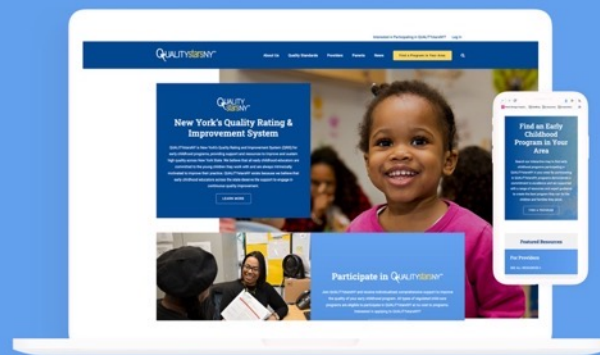
Cornell University



OUR WORK

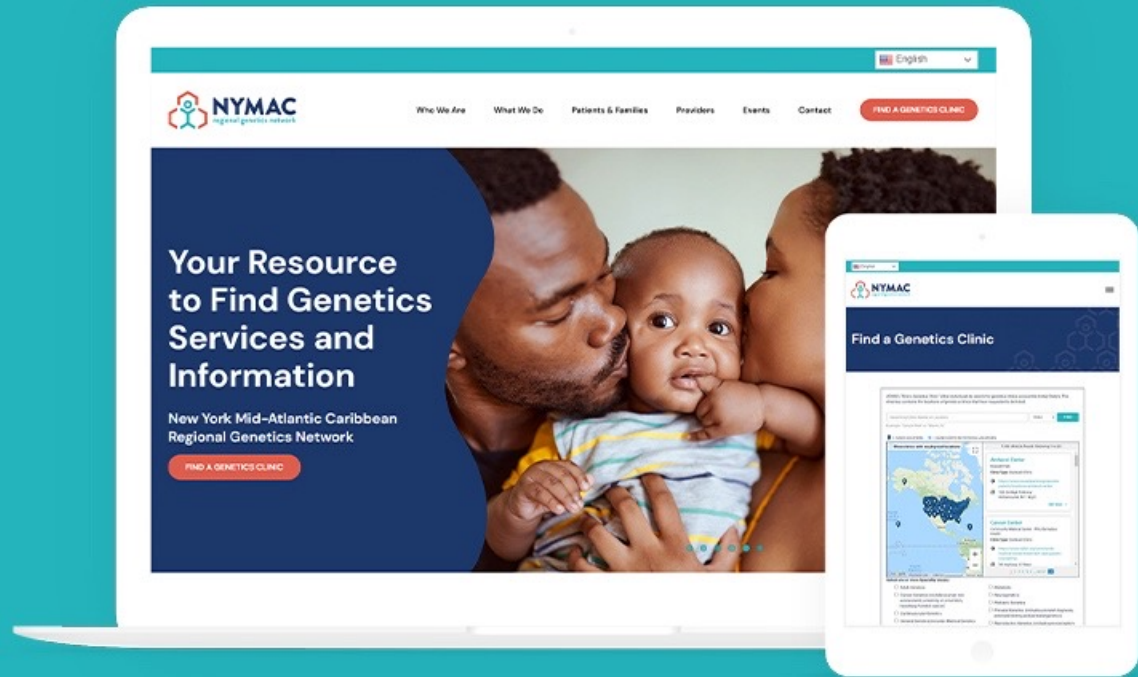
QualityStarsNY

- Services provided:
- Collateral
- Web Design
- On-Going Support



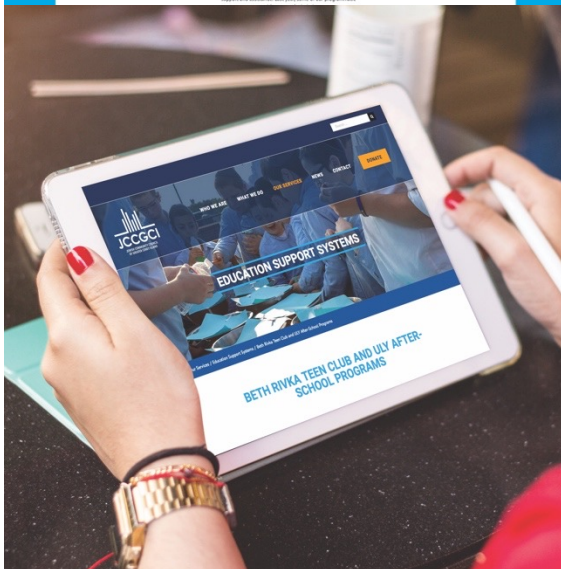
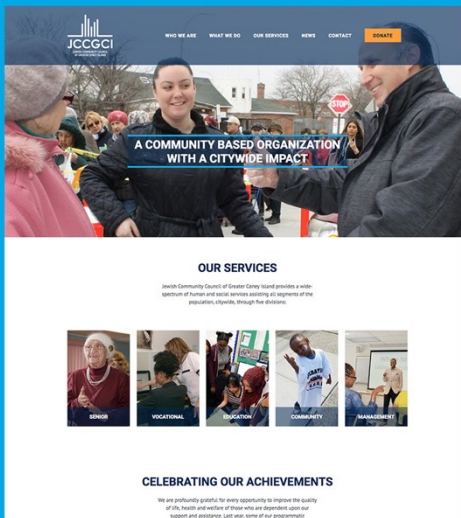
OUR WORK

The New York Mid-Atlantic Caribbean Regional Genetics Network (NYMAC)



OUR WORK

Jewish Community Council of the Greater Coney Island



**“Would you like me to give you a formula for success?
It’s quite simple, really. Double your rate of failure”-**

Thomas J. Watson, founder of IBM

Biggest **Failures**

BIGGEST FAILURES

1. Cash flow crisis

When you're on vacation

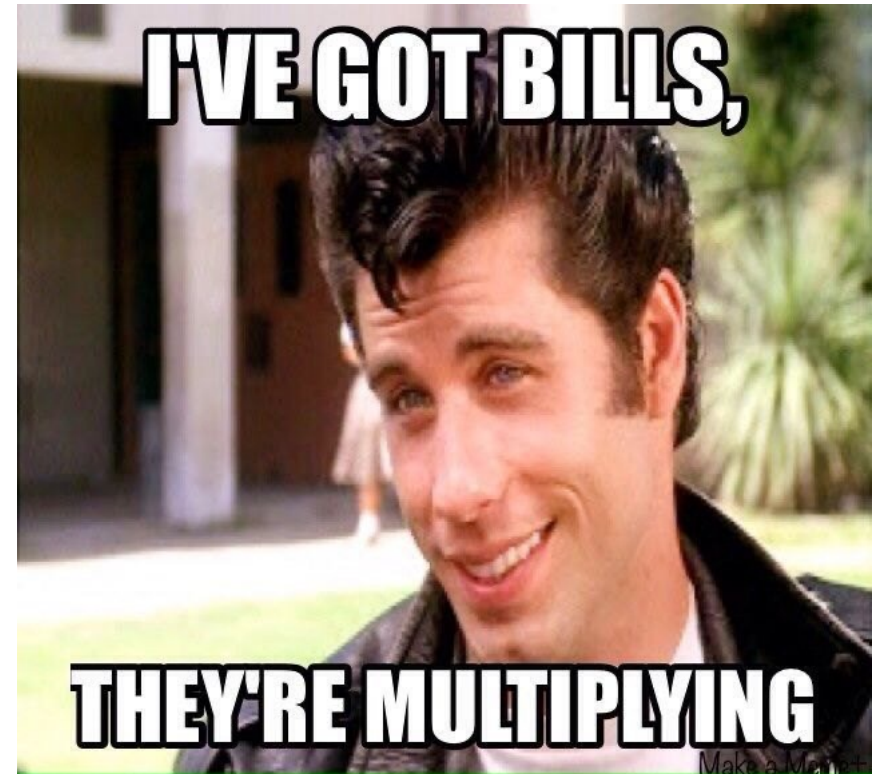
Learnings:

Hire a good accountant, from the beginning.

Build up working capital.

Cut the bills.

Don't panic.



BIGGEST FAILURES

2. Not every client is a good client

Read the red flags at the beginning of the relationship. It will save you a lot of headaches and a lawsuit...almost.

Learnings:

It needs to be a good fit for both parties.

Talk about money early.



BIGGEST FAILURES

3. Take care of your employees

Put your employees first and they will take care of the business.

When you own a company, you work for EVERYONE else. Your employees, your clients, your community, and your family.

employees: can we please work less hours or get paid better?

bosses:



Things **I wish I knew sooner**

INSPIRATION

1. Ask for help

You cannot do it alone. No one can.

SBDC - First business plan & loan application

City of Binghamton - First office location

EAC at SUNY BROOME - WBA certification

2. Specialize

We must first choose a focus then articulate that focus via a consistent claim of expertise. Finally, we must work to add the missing skills, capabilities and processes necessary to support our new claim.

3. Don't be afraid to make mistakes

4. Create a routine

“Routine, in an intelligent man, is a sign of ambition”- *W.H Auden*

5. Never stop learning

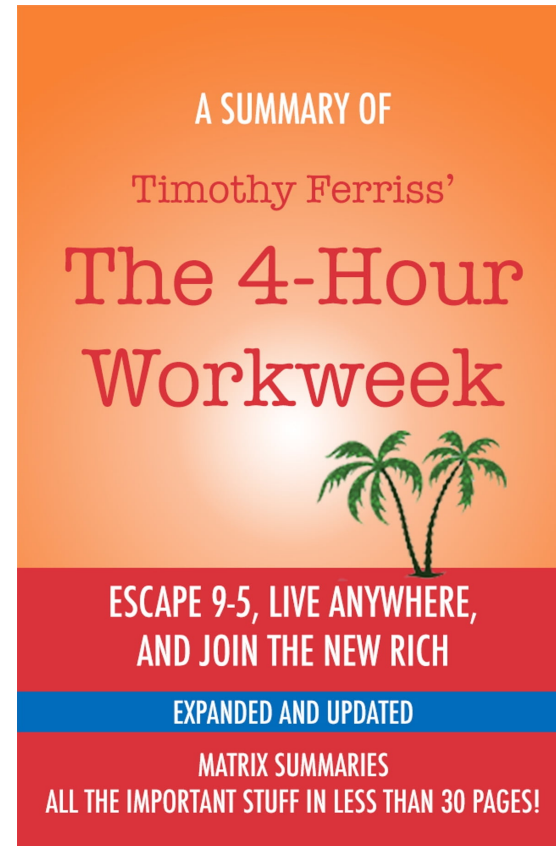
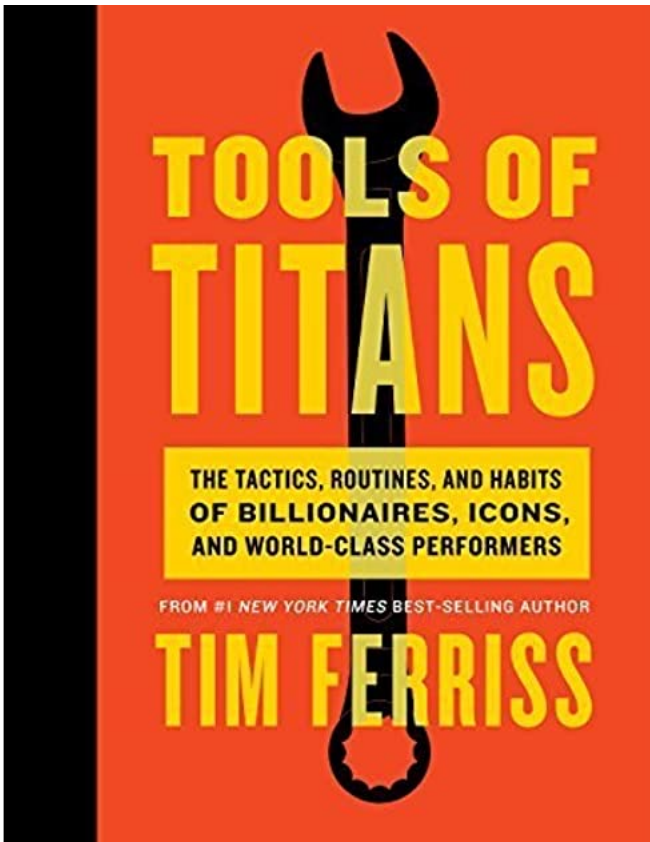
Books. Podcasts. Online courses. Leadership training. Find mentors.

6. Don't be afraid to talk about money

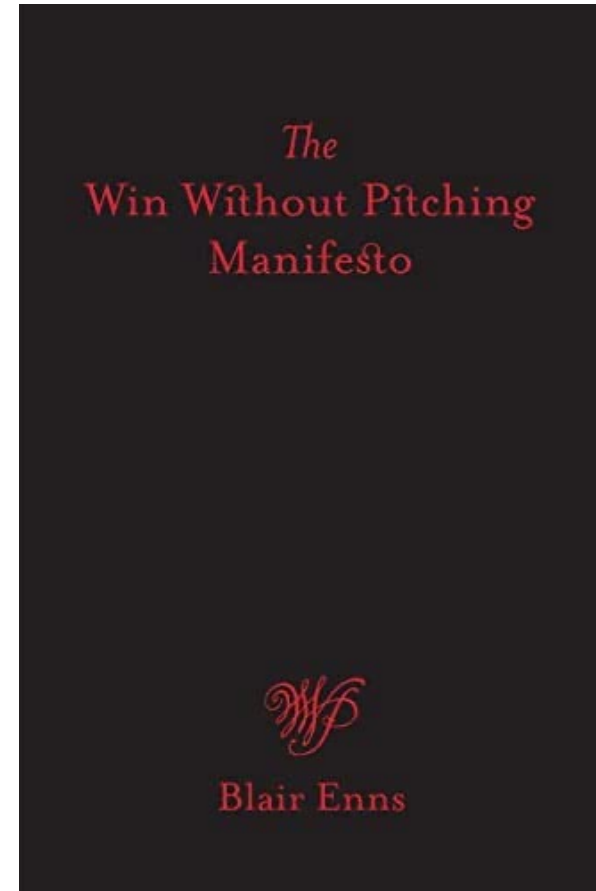
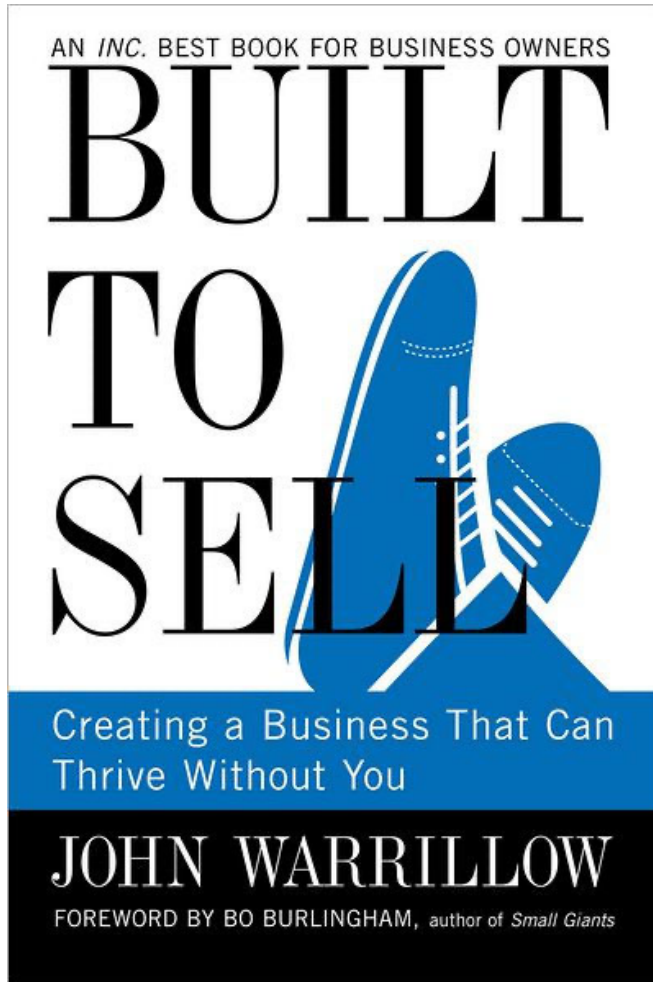
Better margins equal better firms and better clients.

Book recommendations

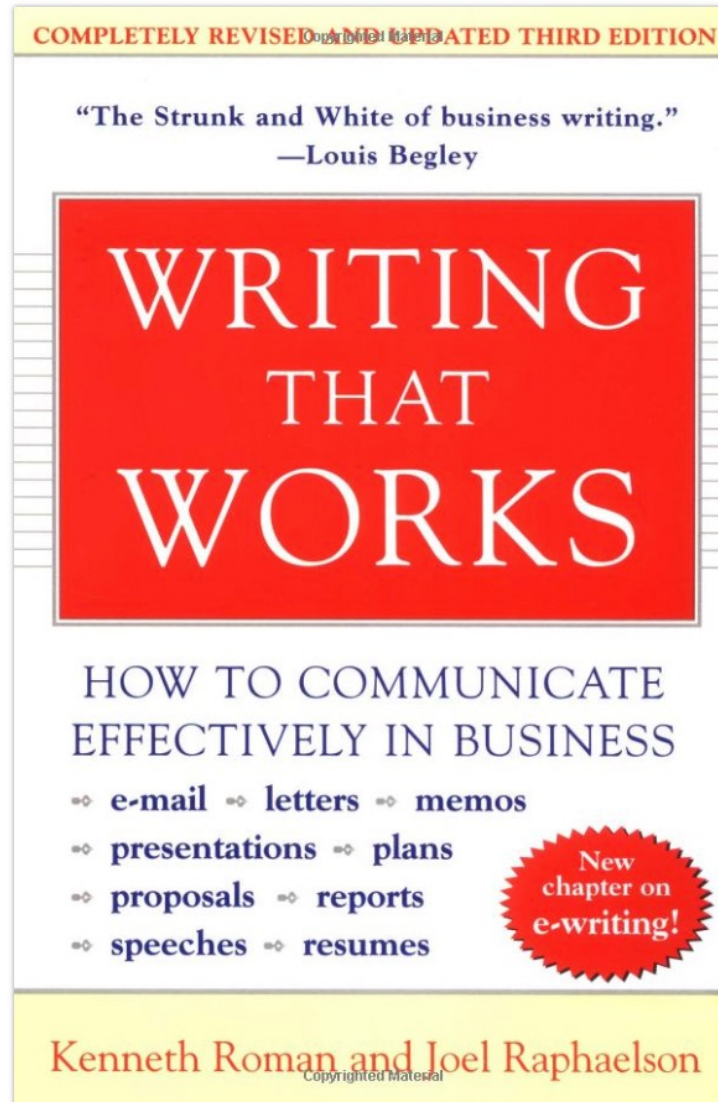
BOOKS RECOMMENDATION



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BOOKS RECOMMENDATION



QUESTIONS?



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THANK YOU