



# NORTHSTAR HQ

WORK SAMPLES AND RESULTS

HOT





# GROWTHINK CAPITAL

**Overview:** Write “hot” and timely industry content snippets to stop the scroll and encourage action.

**Goal:** Sales Qualified Leads

**Results:** Gained 15 sales qualified leads in the first two weeks. The cost per acquisition landed at \$111.38.





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ATION AND  
44M  
FOR CHARGEAFER  
ANDS  
PRIME  
TH  
GET  
O  
TAKING "STOCK" OF BUSINESS EQUIPMENT DURING  
SHUTDOWN FOSTERED A SERVICE BUSINESSES  
CAN STILL USE  
SPROCKETS RAISES  
A MACRO YOU CAN  
CASH IN  
\$10M

AI FOR SMB  
BORROWERS IS  
WIN-WIN  
FINALLY GOT  
\$95M  
FINALLY SHOWS THE B2B SAAS  
LANDSCAPE HOW "BANKING ON YOUR  
OWN IDEA" IS DONE.

PREPLY RAISES  
\$49M  
PREPLY EMERGES AS THE REAL-TIME  
LANGUAGE TUTORING PLATFORM OF CHOICE

ROI-CENTERED PROFESSIONAL  
DEVELOPMENT IS  
TRANSFORMING HOW  
COMPANIES GROW  
\$60M  
VCS ARE EAGER TO BACK  
WHOEVER WILL BECOME  
THE NEXT COMPETITOR FOR  
REFORGE (\$60M)

TELEMED VITALS ARE  
STRONG WITH VCS  
\$50M  
BRIGHTSIDE HEALTH  
RAISES  
HEALTHTECH INVESTORS BACK AN INDUSTRY  
THAT WILL BE HERE AS LONG AS WE ARE.

GO WITH  
YOUR  
GUT & GET  
FUNDED  
SAAS FOR HEALTHCARE IS SCALABLE.  
LUCRATIVE, EVIDENCE-BACKED.  
WHAT'S NOT TO LOVE?  
TAKE IT FROM VIVANTE HE

\$180M  
IN SERIES C  
SOLVE BACK OFFICE WORKFLOWS AND  
VCS WILL TAKE NOTE

SIMPLE DATA  
BUSINESS ME  
SIMPLE DECISI  
FOR INVESTOR  
\$29  
CASE  
OPTIMIZE AN EXISTING BUSINESS  
MODEL & VCS WILL APPROVE.

AI HELPS  
USERS  
AND  
VCS FEEL  
BETTER  
\$9M  
WOEBOT HEALTH  
LATEST ROUND =

MENTAL HEALTH SERVICES OFFER  
WINS FOR SOCIETY AND IN

CONSUMER FINANC  
INTO NEAR-PRIME A  
WITH 3X APPROVAL

WORKFORCE  
TRAINING IS THE  
FRONTIER  
FOR SAAS

WORK SAMPLES



CREDIBLE



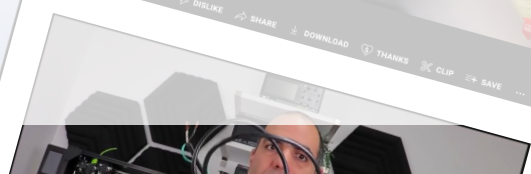
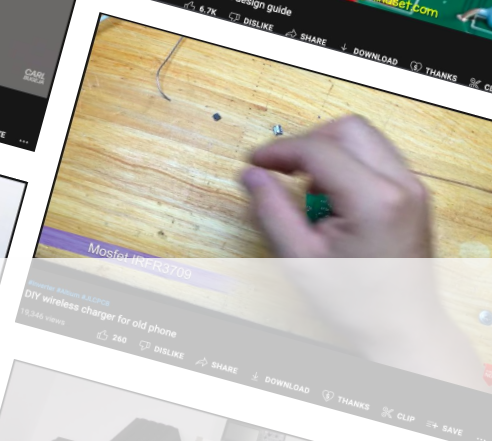
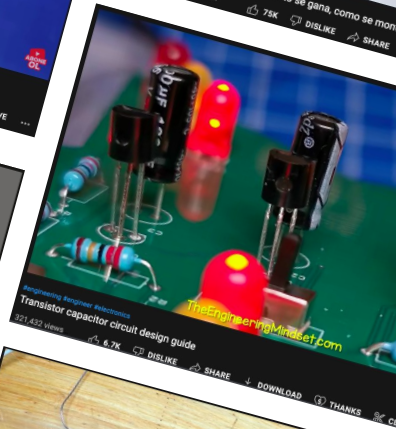
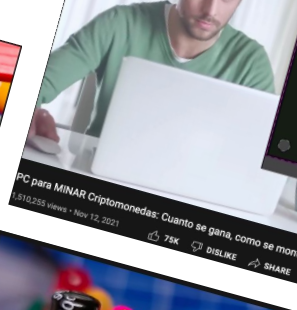
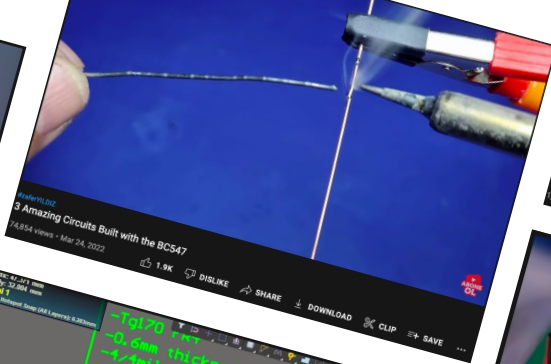
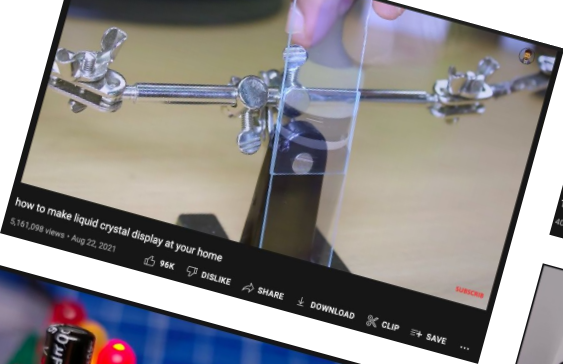


# ALTUM INFLUENCER CAMPAIGN

**Overview:** Work with top-tier industry influencers to gain attention and build social proof within their audiences.

**Goal:** Net New Free Trial Activations

**Results:** Delivered 13,436 free trial activations, 462 deals in the pipeline, and \$899,264 in opportunities.





HELPFUL





# ALTUM MARKET TO NURTURE CAMPAIGN

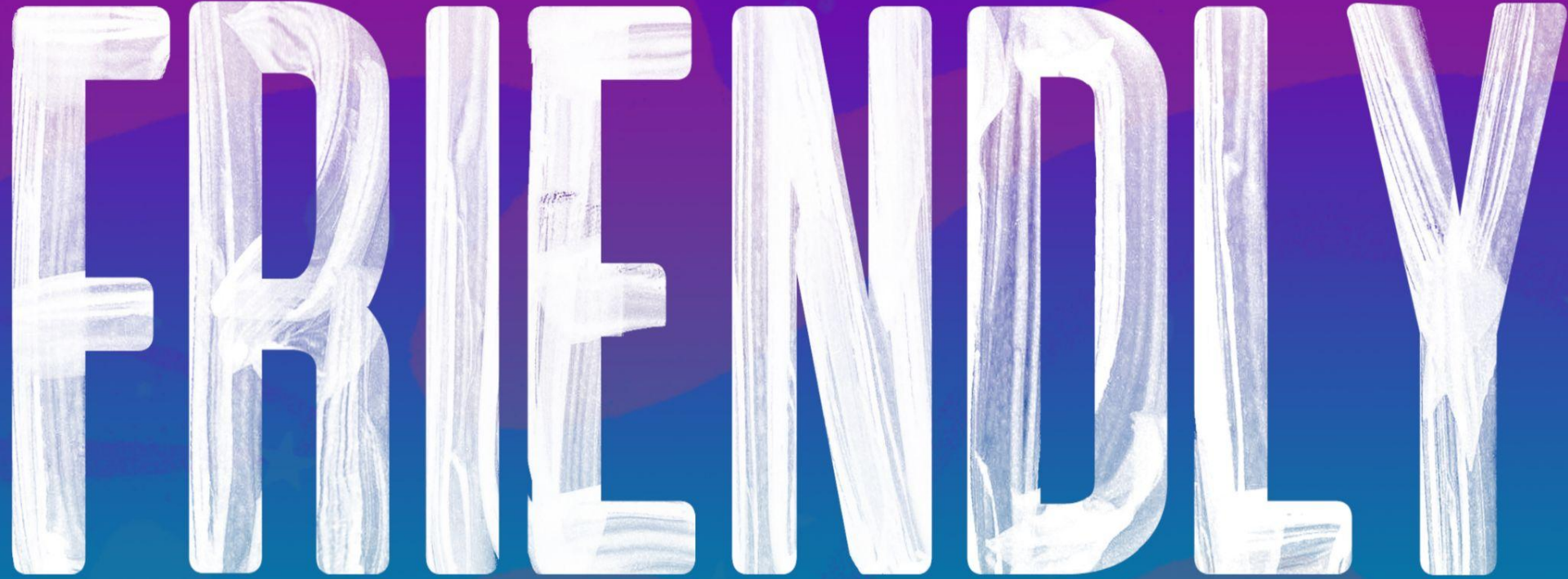
**Overview:** Nurture users through their 14-day free trial to optimize the user experience and gain new customers.

**Goal:** Free Trial Activations

**Results:** Increased Activation Rate from 50.22% to 65.38%, a 15.16% increase.

# WORK SAMPLES





FRIENDLY

# ARIA HEALTH

**Overview:** Build a casual, warm tone through organic social content and customer service replies.

**Goal:** Increase Post Engagement

**Results:** Leveraged multi-media content and a friendly voice to grow post engagement from a few to hundreds.



# WORK SAMPLES



VIBE

The background is a dynamic, abstract composition. It features a color gradient that transitions from a deep purple at the top to a bright orange at the bottom. Overlaid on this gradient are several wavy, horizontal lines in shades of purple and blue. Scattered throughout the scene are several five-pointed stars in a light blue or white color. A large, solid white circle is positioned in the lower-left quadrant, partially overlapping the orange section of the gradient. The overall aesthetic is modern and energetic, suggesting a theme of music, art, or a vibrant social atmosphere.





# SPARKEE

**Overview:** Bring a millennial vibe to pre-order patented charging device.

**Goal:** Gain Presales

SS  
ER

way to charge your  
and cables.



ABOUT US / CONTACT US / PRIVACY POLICY

## ABOUT US

**The best new way to wirelessly charge your phone on the go.**

We all know the burden of an about-to-die phone. But the list of issues with traditional phone chargers is a long one. From bulky wires that only work when they're tied to the desk and right-side-up, cluttered with tangled cables, the way we charge our phones doesn't meet the ideal simplicity of our devices in 2022. Sparkee was created as a solution to the ubiquitous issue of traditional phone chargers and dead phones and offers a new, but way to charge up to two phones on the go, without the annoying cables and bulky power sources.

Sparkee was created by Kate McKernan, a 25-year-old first-generation entrepreneur from South Florida. Kate is an F50 growth unicorn co-founder, frequently cited as one of the women to follow in their field and by many. From a young age, her mother was an entrepreneur and an investor. With this in mind, Kate chose F50 after high school, knowing she could save money going to college and be home and available with enough interest to start a business. That she did after graduating (twice). Kate decided to use a product that she herself used: wireless chargers, and change the game.

And that is how Sparkee was born: the truly wireless and portable phone charger for our today's on-the-go world.

## BENEFITS

- 1 FUN AND CONVENIENT WIRELESS CHARGING**
- 2 ONE CHARGER THAT CHARGES TWO WAYS:**  
Magnetically attach to your phone's wireless charger, or use as a traditional wall charger.
- 3 TRULY WIRELESS AND PORTABLE CHARGING**
- 4 THOUGHTFULLY DESIGNED AND INTEGRATES SEAMLESSLY WITH YOUR LIFE**

## FREQUENTLY ASKED QUESTIONS

**How does wireless charging technology work?**  
Wireless charging transfers energy from the charger to a receiver on the back of the phone through electromagnetic induction.

**Why should I use wireless charging?**  
Wireless charging is a fun, new way to charge on-the-go, free of annoying wires and bulky phone cases. Phone charging cords break and get in the way. With Sparkee, you have less clutter, and no repeated cable plugging in and pulling out will lead to less wear and tear on your phone's charging port.

**What phones use wireless charging?**  
There are many smartphones that can be charged wirelessly, but the most well-known ones include iPhones 8, iPhone XR, iPhone 12, iPhone 13, and newer. Samsung Galaxy S20 and Note 10 can be charged wirelessly, as well as the Google Pixel 3 and 4.

## WANT TO BECOME AN EARLY MEMBER OF THE SPARKEE FAMILY?

Pre-order now for a \$25 OFF early-adopter discount

[Order Now](#)

## CONNECT WITH US

ABOUT US / CONTACT US / PRIVACY POLICY

[f](#) [in](#) [t](#)



## HOW DOES SPARKEE WORK?

The Sparkee portable charger attaches wirelessly to the back of your phone to allow on-the-go charging. Most wireless chargers require your phone to stay in place on top of the wireless charger, but what's the point if you can't even move it? With Sparkee, you can keep your phone charged through all of life's adventures, without the annoying cables or bulky portable chargers.

## HOW DOES IT CHARGE?

You can charge iPhones with Sparkee through the wireless charging coil or through the USB-C port. Wireless chargers transfer energy through electromagnetic induction and attaches securely right to the back of your phone.

## HOW IS IT ATTACHED TO THE PHONE?

The Sparkee portable charger attaches wirelessly to the back of your phone to allow on-the-go charging. Most wireless chargers require your phone to stay in place on top of the wireless charger, but what's the point if you can't even move it? With Sparkee, you can keep your phone charged through all of life's adventures, without the annoying cables or bulky portable chargers.

## SPARKEE WIRELESS CHARGER

Sparkee- A revolutionary new way to charge your phone on the go, free of wires and clutter.

[Order Now](#)

GET IN TOUCH

# WORK SAMPLES



WIN



# DISPOSAL AND ENVIRONMENTAL SERVICES

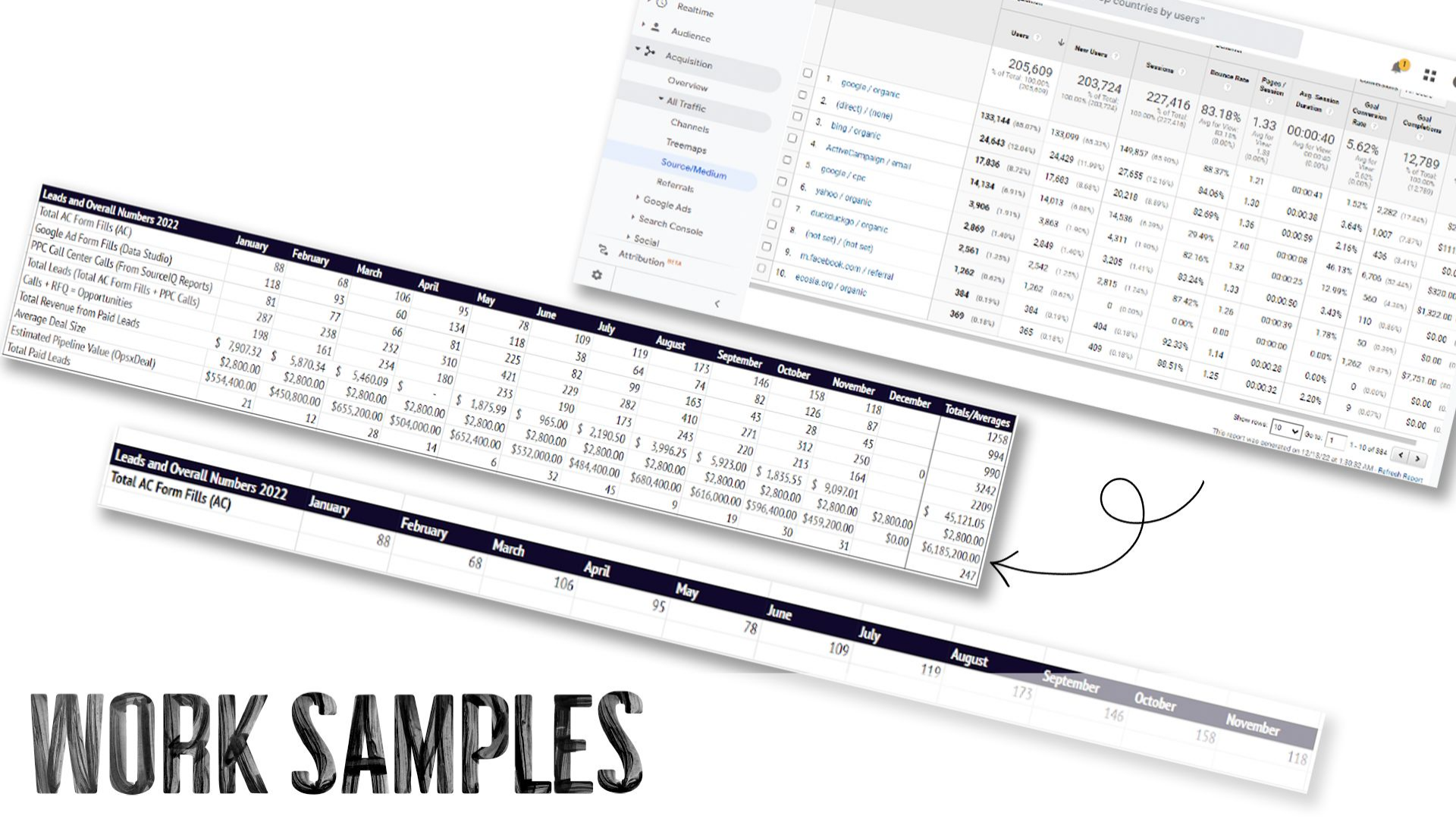
**Overview:** Leverage search-based ads to get the company and services in front of potential customers while bidding against competitors on the same keywords.

**Goal:** Gain net new customers through Google Ads and email marketing.

## **Results:**

- Increased form fills by 25.5%
- Delivered 3242 leads that netted 2209 opportunities which closed 247 paid leads making \$45121.05 in sales with \$6,185,200 in the pipeline





WORK SAMPLES



SMART





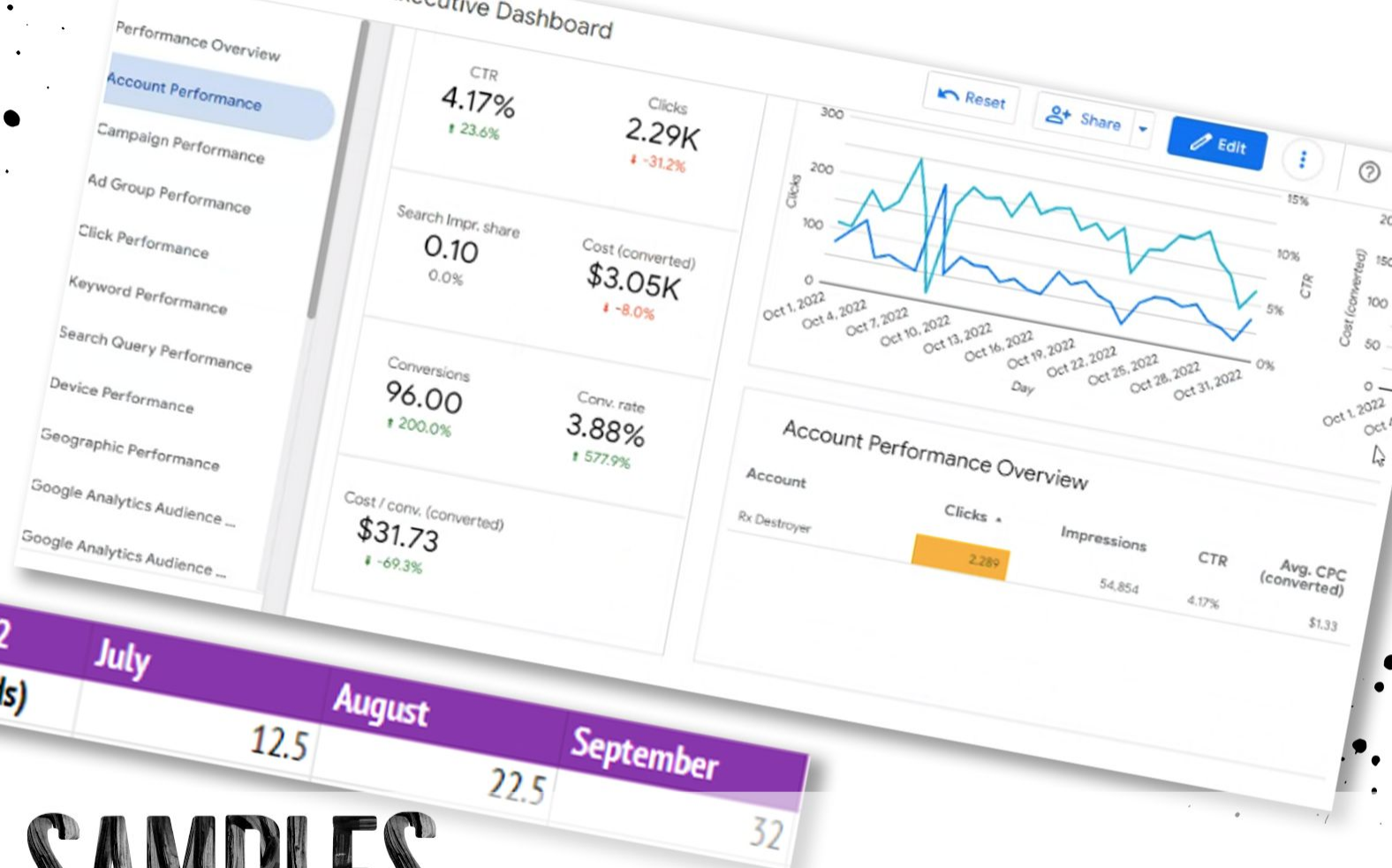
# DRUG DISPOSAL PRODUCT

**Overview:** Leverage search-based ads to get the company and services in front of potential customers while bidding against competitors on the same keywords.

**Goal:** Grow market share by leveraging Google AdWords strategy

**Results:**

- Increased conversions by 200%
- Lowered cost per conversion by 69.3% in Google
- Increased conversions by 39% in Google Ads



WORK SAMPLES



LOCAL



# WINDOW AND DOOR CONTRACTOR

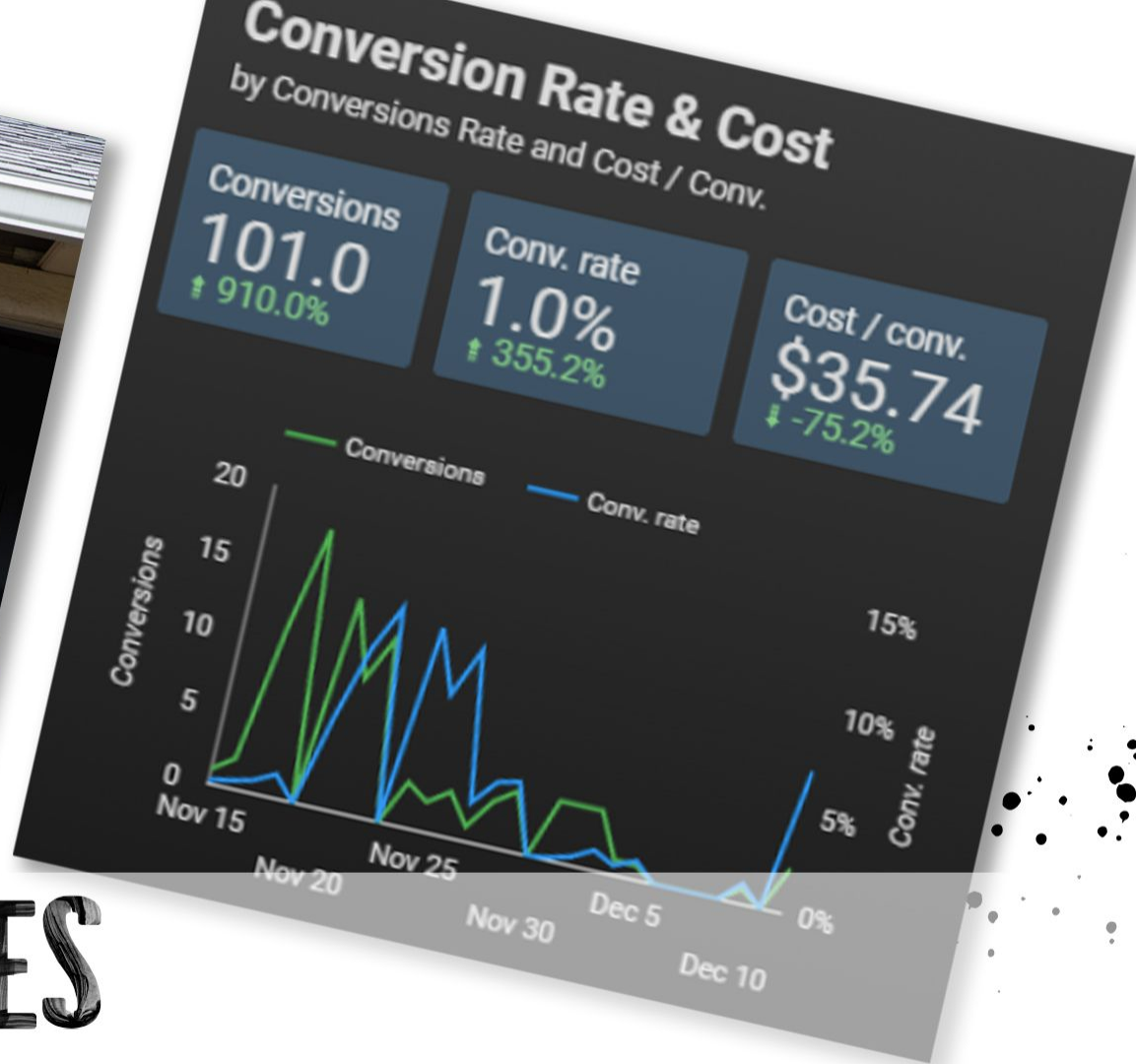
**Overview:** Build up awareness and leads for a local contractor

**Goal:** Use organic and paid social with email and retargeted ads to bring in leads

## **Results:**

- Ranking #1 for glass replacement in Sarasota
- 40% open rate on the We're Here For You email campaign
- More than doubled website visits from under 2k to 4.3k in 3 months
- Increased direct traffic by 39.28% in one month
- Organic social reach increased from 5 to 1 500 in 2 days. Then another 1k the next 2 days
- Email open rates average 20%. The hurricane email had 45.93%
- Decreased cost per conversion from \$185 to \$80 in one month
- Increased leads by 84%





# WORK SAMPLES