



Vivid Vision

2023



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Snapshot



The Vivid Vision is what Digifianz will look like, feel like and act like three years out-by December 31st, 2023. We are building on that vision now; bringing the future into our present.

Why We Exist

We serve our customers by **creating** new market demand, by **nurturing** their current client base and by continually **transforming** their marketing and sales strategies.

We do this through two pillars:

1. **Technology** Resources
2. **Human** Resources



"We either write the ending we want, and then create a life that gets us there, or we end up living someone else's story, and having an ending that pales compared to the one we would have written for ourselves.

... It's really that simple."

John Strelecky

What we do for our customers

We help ***purpose driven*** companies become industry leaders.

We **train, hire and invest in** the best marketing, sales & customer success talent to help your business grow.

This helps:



Marketing

capture
demand



Sales

increase
revenue



Customer Success

retain
customers

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Growth

Our number one growth channel is **referrals** that come from delighting our current customer base.

Our team is incentivized to provide unparalleled customer service aimed to renew all of client contracts.

Our average client stays with us for **5+ years**.



Who we serve

Show me who your **customers** are and I will tell you who you are.

We work with companies that care and are currently serving to change the world for the better or pledge to do so by working with us.

These are companies that are leveraging technology for the greater good, such as:

- **SaaS companies** that improve business processes exponentially
- **Education companies** that help bring knowledge to all corners of the world
- **Logistics companies** that shorten distances to connect more people
- **Health companies** that use non-harmful medicine and technology to cure the world.

"We want **every new customer to have the same remarkable experience as the person who referred them to us.** That is our philosophy."

- Ignacio Ospital (CRO)

We go through a very careful process of onboarding to make sure we are the perfect fit for our client. We base this decision on the clients requirements, our resources and our values.



The right team to help purpose-driven businesses grow.

Digifianz has its **headquarters in the US** and **Operations team in Latin America**. This structure allows us to position the Latin American talent pool as one of the best in the world, servicing the US market with the competitive advantage of having **highly qualified talent with cost effective rates**.

We look for three things in our businesses and in our customers':

1. **Profitability**
2. **Purpose**
3. **Sustainability**

We are defiers.

(Hint: this is where our name comes from. Digital + Defiance = Digifianz).

Our team shares the same values as our company. If someone gets hired, it's because they read this document and they felt compelled to be part of this mission. Our rule of thumb when hiring someone is that it has to be a "Hell yeah! I am meant to be here" type of response, not a "Sure, this is the best option I currently have".



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What our team looks like:



Both of **our founders are Florida-raised nomads.**

That's where they met when they were 10 years old.

We have team members living all over the world.

We are searchers, we are non-conformists, we are earthists, we are solvers.

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Our 5 agreements

1. To serve people

Digifianz is a place where people get paid to do the things they like.

We believe **true happiness comes from helping and serving people.**

A workplace people are proud to be a part of, because of what it stands for. Because here our efforts have a positive impact in the world.

2. To be entrepreneurs

By helping our talent find their purpose, we find ways for them to become entrepreneurs, even if that means being entrepreneurs inside of Digifianz.

We encourage our team to present projects of their own. It could be a new business idea or an improvement in a current Digifianz process.

3. To give forward to our community

We invest 10% of our net profits into organizations that are making a difference in the world through sustainable actions. **We believe in profit as a means to do greater good.** By investing, we're able to reallocate the returns into helping humanity.

We also help, volunteer and donate time and resources to organizations that our team believes in. Our team is encouraged to bring forth volunteer opportunities and donation campaigns.



4. To nurture healthy minds, bodies and spirits

We are always in motion. To perform best, we need to be our best self, physically, mentally and spiritually.

We offer our clients and team members several options and benefits to help them take care of themselves.

Nutrition workshop to
relearn how to eat.

Health consultations
with experts.

Movement breaks and
active periods of relaxation.

Wellness (mindfulness
workshops and apps).

Fitness (Yoga classes,
Stretching, Pilates,
Gym and more).



5. Openness to feedback

We encourage our people to give feedback to everyone, at any time.

One of the key traits of a defier is to be open to receive this feedback.

Giving feedback is the best gift you could possibly give to someone.

Giving Forward

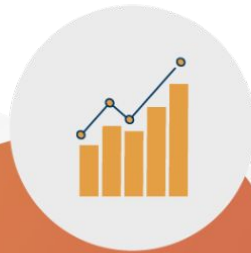
We give forward by investing in organizations that are **doing good**.

These are companies that are making profits in a sustainable way, are performing conscious capitalism, are mental/body health organizations, are in the education, logistics, infrastructure space and more.

We have a two way system of giving back:



Helping successful
entrepreneurs reconnect
with their higher-purpose



Helping greater-good
organizations use profitability
to reach their goals

This way entrepreneurs can re-discover who they are, and
greater good organizations can get their message out to more
people.





A Message from our Founders

Our mission is to communicate our clients' purpose impeccably, to attract their right-fit clients and team members and to place their higher-purpose organizations in the leading market positions to make the world a better place.

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