

# VINE COLLECTIVE **CASE STUDIES**

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**DATA -  
DRIVEN  
DISCOVERY**

**BRANDING**

**MARKETING**



InNet came to us as the Odyssey Group - a brilliant organization and platform that was struggling to get product into the market place. They had bold goals of changing the way businesses and individuals transact and move money throughout the world.

Utilizing the Clarigence Performance IQ and VINE Collective team, we were able to define the foundational values of the organization, and develop clear messaging. During this process, we also discovered large gaps in the organizational process and value alignment. It was clear that these gaps would cripple the organization from reaching their desired goals.

With our guidance and direction, the organization completely restructured and rebranded.


InNet is now in communication with global banks and on the road to transforming financial transactions for all.

THE

ODYSSEY

PROJECT INC.


Facilitate financial inclusion around the globe by connecting consumers to merchants with integrated products and services. Enabled by a closed-loop, frictionless, payment network with legacy support for traditional payment vehicles and rails.



POWER THE NETWORK


We have created a single platform for merchants to handle all of their business finances inside the network.

Merchants can accept consumer cards, collect and send B2B payments & disbursements, and manage employee expense card program as well as payroll. Whether a business transacts physically, virtually or both, we have a frictionless solution to facilitate their financial needs.




ROYDEVELOPER

Open Developer Portal for API Integrations



ROYPOS

Easy to Use Point of Sale System




ROYBILLING

Invoicing & Bill Payments for the digital world




ROYCARD

Expense and Payroll Card System



ROYPAYROLL

Automate Payroll and Improve Employee Satisfaction



ROYBI

Intuitive Reporting in a single place


JOIN US

We are here to provide a seamless network of connections between people, businesses and technology.

In an ever-changing world, we foster inclusion through simplifying the exchange of value.

Join us in redefining innovation and humanizing technology

OUR LEADERSHIP



BRYCE JURSS

CEO



JAKE DAHMS

CSO



BRIAN SMITH

CTO




BLAIR KEATON

CFO



BETSY FERGUSON

COO



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THE

ODYSSEY

PROJECT INC.

WHAT WE STAND FOR AND WHY WE EXIST

PURPOSE

We believe that everyone has a right to transact fairly and openly

VISION

We will free humanity's potential by democratizing access to the global community

MISSION

Be the world's most trusted and connected commerce network

THE ODYSSEY PROJECT VALUES

TRUST

Doing the right thing for humanity over all else

- Duty of care
- Staying true to your beliefs
- Consistency
- Reliability
- Do the right thing

RELATIONSHIP

Unifying with mutual respect and working together towards a common goal

- Working together to overcome obstacles
- Valuing other opinions and perspectives
- Actively listening
- Embracing community
- Coming together as one

COMMITMENT

Unwavering focus and dedication towards transforming promises into reality

- Resilience to overcome
- Driven by our passions to provide value - Not expectations driven dedication
- Transforms a promise into reality by stretching capabilities

EXCELLENCE

Every engagement is an opportunity to pursue perfection

- Never stop learning and improving
- The work is never finished
- Pursuit of perfection
- Search and perfection

EMPOWERED HARMONY

We are greater as one, than as individuals

- Diverse, Inclusive
- the sum of the whole is more than any individual part
- Listen and understand
- Diverse experiences

THE ODYSSEY PROJECT INC.

ODYSSEYPROJECTINC.COM


Transformed Brand



inNet is building a modernized commercial banking platform.

- inNet combines big banking tech with the local banking experience.
- We are eliminating friction to reduce network fees.
- inNet increases commercial deposits and creates an avenue for extended loan and credit offerings to businesses.
- inNet provides banks additional revenue streams through self-hosted merchant services.
- inNet provides banks a diversified product set to attract, retain and grow commercial banking relationships.
- We provide banks the toolset needed to compete with Divvy, Brex, etc.

Transparent Connected Network.



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# FIRST RESERVE



# MOOD:MEDIA™

- First Reserve - We were brought in to assist their companies through transition. Using data and intelligence we successfully enabled growth, turnaround and merger strategies.
- Lamons - After successfully executing a 2 year turnaround, we established a 3 year growth strategy that included a restructuring and refocusing on the organizational goals and foundations.
- Mood Media - After successfully merging 2 new acquired businesses they desperately needed to align and establish a global growth strategy that included a re-imagination of the organization and how they differentiated themselves in the market. We facilitated the "Elevate the Experience" initiative and coupled it with the business systems and people for a successful integration.

The VINE team started working with Julio's almost 13yrs ago. "Back then, I explained...you listened...and have delivered the vision of rebranding and expanding Julio's ever since."



We began our partnership with a slow and steady rebranding of the chip bags - keeping the Del Rio home-made feel and have since added more than 20 new products with additional size variations.

The strategic recommendation to cross market queso and salsa increased salsa sales by +40% and queso sales by +113%

"Every single fast target date I threw at you...you guys have hit, more importantly your artwork helped us launch Walmart Nationally in Sept '19. Because of the VINE team, Julio's was able to achieve the following +50.3% growth from Jan '20 – June '20 alone. In October 2020 we'll launch into 700 additional stores. We owe quite a bit of our success to you and your team. We love working with you! I couldn't imagine working with a finer Boutique Marketing Agency that can compete with any of the big firms I've dealt with in the past. For Julio's sake...KEEP DOIN EXACTLY WHAT YOUR DOIN!"





When Sweet Leaf Team sold to Nestle in 2011 they took all their business away from Texas manufacturers, bottlers, and distributors. Texas Tea stepped up to fill the gap with locally produced and bottled tea flavored with locally grown fruit.

The VINE team has been working with them ever since, expanding their flavors and product lines to include juice, lemonade, limeade, and 2 different water lines.



"You're always ready to help and have an intense attention to detail that has helped us keep track of over 25 product varieties and all the chinese versions. We love that we can throw an idea at you and get something back insanely fast that was far better than we imagined."





Lone Star Family Farms has been supplying corn and other crops for many years. This year, they decided to take their crop all the way to the kitchen table.

"We're farmers and have absolutely no experience taking a product to market. I could tell from our first meeting with Steph that we were safe and supported in her hands and that she was just as excited about our product as we are...maybe even more."

From messaging to design to strategic advice and consultation for product launch, the VINE team is holding the hand and guiding the brand into the market.





John and Vivian had worked with Steph at a previous agency and tracked her down when they decided to start a new company.

Blü Fern exists to provide plant-based skin nutrition and to invest in the green spaces of Austin.

"Your designs always exceed our expectations and we have come to rely on your thoughts and expertise for every element of our product launch. From our story to social and package design to sales, there's not one component of this product launch that you haven't played a major role in. Thank you! We couldn't do this without you."





We launched Blü Fern with three products just in time for Thanksgiving and the holiday season of 2020. We're now actively running social media, influencer, PR campaigns, and community partnerships and establishing the brand as truly effective and dedicated to the impact we all have on our environment and the world.







VINE is a collective of dreamers and makers. A passionate group of people who love pretty things, think creatively and strategically, and strive daily to make a difference in the lives of our customers, our team members, and the world we live in.