



STRATEGY

BRAND



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🔥 NEXT LEVEL UNLOCKED



Track Your Progress, Showcase Your Talent, Get Discovered.

Create your athlete profile

BACKGROUND

Statellite LLC is a software developer focused on creating athletic performance tracking software. They aim to connect athletes, coaches, and recruiters through verified performance stats. Consulting with Statellite on their brand development, I brought experience in brand strategy, development, and messaging. This assisted Statellite in defining and implementing a comprehensive brand direction.

OPPORTUNITY

Statellite faced the challenge of establishing a strong market presence and effectively communicating its unique value proposition in a competitive sports technology landscape. There are existing obstacles in the sports recruiting ecosystem, including cost barriers for athletes and difficulty for recruiters in finding qualified talent. Statellite recognizes an opportunity to level the playing field and modernize the recruitment process through stat-driven solutions. Statellite required a flexible and adaptable brand development approach.



STATELLITE

Level the playing field

TASKS & ACCOMPLISHMENTS

- Defined Statellite's vision, mission, and guiding principles.
- Developed a comprehensive brand strategy document.
- Established a messaging strategy focused on empowering athletes through creative communications, language, and keywords.
- Analyzed target audiences and competitors.
- Facilitated workshops and meetings with Statellite's team.
- Provided executive brand education.



OVERVIEW

Unlock your true athletic potential.