

**Strategies that Unite.
Success that Follows.**



FUSION STRATEGIES



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Our mission is to empower startups and growth-stage companies by providing expert professional services that catalyze sustainable growth. We are committed to nurturing innovation, enhancing operational efficiency, and paving the path to success through strategic support and bespoke solutions.

Strategies that Unite. Success that Follows.

PROFESSIONAL SERVICES

- +Fractional Executive Services
- +Advisory Board Participation
- +Mentoring & Advisory Roles
- +Regulatory & Compliance Services
- +Expert Witness Services

INVESTMENT SERVICES

- +Investment Review & Formal Due Diligence
- +Pre-Investment Consulting
- +Deck Review & Formalization
- +Investor Introductions & Negotiations

FACILITY & SITE SERVICES

- +Facility Due Diligence Reviews & Reporting
- +Facility Efficiency & Optimization Service
- +Facility Design, Entitlements & Build Outs
- +Multi-state Expansion Advisement
- +CoMan Evaluations & RFPs

BRAND SUPPORT SERVICES

- +Brand Development Services
- +Product Engineering & Formulation Services
- +Product Commercialization Services
- +Product Structural & Graphical Design Service

SALES & MARKETING SERVICES

- +Brand Activation Plans
- +Press & Media
- +Events & Trade Shows
- +Social Media
- +Web Content & Development
- +Graphic Design

“We don't just promise results, we deliver them. We turn potential into progress and goals into achievements. Your success is not just our commitment —it's our guarantee.

27+

Total
Facilities
Designed

310+

Total
Clients
Served

2650+

Total
SKUs
Manufactured

Experts in Navigating High-Compliance Industries



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FUSION STRATEGIES

PROFESSIONAL SERVICES

Fractional Executive Services

We empower your business with top-tier expertise on a flexible basis. When you engage our fractional executives, your company can access our experienced professionals who bring deep industry knowledge, strategic insights, and leadership capabilities on a part-time, project-based, or interim basis. Our services offered: interim leadership, strategic planning, project management, and change management. Our fractional executives help your company achieve it's goals and navigate complex challenges without the commitment and cost of full-time executives.

Advisory Board Participation

As an advisory board member we serve as a trusted advisor and play a pivotal role in guiding your company toward success by offering strategic advice, industry expertise and valuable connections. We help your business navigate challenges, seize opportunities and achieve your strategic goals, without the formal fiduciary responsibilities of a board of directors.

Mentoring & Advisory Roles

Our mentors and advisors are instrumental in guiding your companies executive team and it's individuals towards their goals by offering expertise support and strategic insights. We offer a board range of services from decision-making skills to drive growth, goal setting / planning, problem solving, networking, and accountability / motivation. These skills are aimed at fostering the growth and success of your mentees or advisees need to navigate their paths, overcome challenges and achieve their goals.

Regulatory and Compliance Services

Regulatory and compliance services have a vital role within your business. We help your company understand and interpret laws and regulations, as well as manage licensing and permits. We can develop policy and procedures, product compliance, training / education paths, record keeping / reporting and risk management and much more. We guide your business effectively and efficiently, so you may maintain legal regulatory compliance.

Expert Witness Services

Our expert witnesses can play a leading role in legal proceedings by bringing specialized knowledge and insights. We provide clarification and credibility in analyzing evidence, providing objective opinions, expert testimony, deposition support and court education-all while maintaining impartiality.



FUSION STRATEGIES

INVESTMENT SERVICES

Investment Review & Formal Due Diligence

We guide your company to align your financial goals and overall funding strategy. Our investment diligence can include: review of investment strategy and financial statements, deal flow options, current and future income needs, transaction costs, tax considerations, as well as analyze market trends and provide capital connections. We aim to ensure that your investment is on track to meet your companies objectives and long term goals.

Pre-Investment Consulting

We thoroughly assess and evaluate investment opportunities before your company commits to capital. We provide a detailed understanding of the risks, benefits, and overall viability of the investment. Our services can include: initial screening and opportunity assessment, financial analysis and modeling, strategic fit and alignment, stakeholder analysis and exit strategy planning. We address key aspects to enable your business to make well-informed decisions and optimize your investment outcomes.

Deck Review and Formalization

We review your companies deck for clear, concise, and compelling information. We assess how well the narrative is crafted and the quality of data and design elements to determine the overall feasibility and potential of the business opportunity. Our review can cover market opportunity, business models, go-to-market strategy, competitor landscapes, financial projections, use of funds, team composition and milestones. We can also help your business build your deck from the top, including professional design and branding services.

Investor Introductions & Negotiations

Successful investment introductions require preparation and effective networking. We guide your company in building strong investor relationships by providing research, networking, pitch preparation, deck development, introductions, presentations, due diligence, term sheet review and negotiation support. We help your business understand the clear picture of financial requirements and provide a strategic approach to securing favorable terms. By identifying the right investors, and making a strong initial connection, you can increase your chances of attracting the investment needed to grow your business.



FUSION STRATEGIES

FACILITY & SITE SERVICES

Facility Due Diligence Reviews & Reporting

Assessing the viability of a manufacturing facility requires a thorough evaluation of its operational, financial, and strategic aspects. We analyze these factors to ensure a potential facility is capable of meeting production goals, maintaining high-quality standards and operating efficiently. Our services can include: location analysis, infrastructure, equipment reviews, technology, capacity and flexibility, as well as environmental and sustainability practices, and workforce assessment.

Facility Efficiency & Optimization Service

We evaluate several key performance indicators (KPIs) and factors that contribute to facility operational effectiveness. We analyze production metrics, process optimization, resource utilization, quality control, technology and automation. Overall, we identify strengths, pinpoint inefficiencies and implement strategies for continuous improvement.

Facility Design, Entitlements & Build Outs

Building out a manufacturing facility is a complex, multi-phase project that requires careful planning, coordination and execution. We support your business by providing initial planning / feasibility studies, site selection, site design / engineering, construction management, equipment procurement and installation, as well as safety / compliance and staffing / training. We consider all critical aspects to ensure the successful establishment of a manufacturing facility that meets your business production goals and operates efficiently.

Multi-state Expansion Advisement

Expanding a company across multiple states involves navigating a complex landscape of regulatory, operational, financial, and strategic factors. We support your business by assessing state-by-state regulations and municipal ordinances, market demand and growth potential, supply chain management, compliance and talent acquisition. We aid your company so it can successfully expand it's operations and capitalize on opportunities in new markets.

CoMan Evaluations & RFPs

We assess potential contract manufacturing partners to ensure they meet the necessary standards and requirements for producing your company's products. We identify: potential partners and look at quality / compliance, capacity / capability, and financial stability.

We aid in site visits and audits, check references, as well as determine cost and pricing.

We can review RFP documents to insure it meets all expectations and criteria to determine best possible manufacturers or service providers to meet your companies production needs.



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BRAND SUPPORT SERVICES

Brand Development Services

Developing a brand involves several key steps, from understanding the market and regulatory landscape to creating a compelling brand identity and marketing strategy. We support your company by understanding your target market; assessing trends / competitor analysis, brand identity, product development, packaging / labeling design and compliance. We can also support your company in marketing / promotion and sales / distribution channels. By focusing on these areas, your business can create a brand that resonates with consumers and stands out in competitive markets.

Product Engineering & Formulation Services

Formulation and engineering services for products ensures they meet desired specifications for efficacy, safety, quality, and consumer appeal. This process requires expertise in chemistry, pharmacology, and product development. We can provide: initial consultation, concept development, regulatory compliance, formulation development (ingredient selection, dosage / potency, stability / shelf-life) We are also versed in scale-up, and quality control. Each of these steps requires careful planning and expertise to meet the desired product goals and ensure consumer satisfaction.

Product Commercialization Services

Our services ensure that your product is successfully launched and becomes commercially viable. We offer: market research / analysis, product development and refinement, go-to-market plans, distribution channel options, as well as customer support and engagement, sales / marketing metrics and continuous improvement strategy. Our support ensures a well-rounded and strategic approach to product launch and long-term commercial success.

Product Structural & Graphical Design Service

Our plans ensure that your product's visual identity and form factor is compelling, compliant, and resonates with your target audience. We offer support in initial concept development, brand strategy, package design, print / packaging vendor liaisons and form factor evaluation. We create a cohesive and compelling brand identity along with a compelling product category that will drive your companies success.



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SALES & MARKETING SERVICES

Brand Activation Plans

We create and execute strategic initiatives to engage consumers, build brand awareness, and drive sales. We focus on immersive experiences and interactions that bring the brand to life, fostering a strong connection between the brand and its target audience. We develop targeted brand messaging and positioning and engage brand activation tactics (digital activations, content marketing, partnerships / collaborations). We also plan and execute activation events and measure / evaluate your success. We build strong connections with your audience to enhance brand loyalty, and drive your companies long-term growth.

Press & Media

Your company needs an effective action plan for press and media that involves strategic planning, precise execution, and consistent follow-up to ensure that your company gains the desired visibility and positive coverage. We can identify target audiences and key messages, build media lists, create press materials (kits and releases), and develop a media outreach strategy (story angles and pitching). We can also build media events; press conferences and media tours. We aid in developing strong media relationships, that generate positive coverage, and achieve your communication goals.

Events & Trade Shows

We will ensure a successful and impactful presence at trade shows and events. We can assist in: research and selection of the right trade show and events, budget planning, booth design and setup, and marketing / promotion. As well as, lead capture / follow-up strategy, logistics / operations and post-show analysis. By setting clear objectives, selecting the right event, designing an engaging booth, your company can maximize it's impact and achieve it's trade show / event goals.

Social Media

Our plans align with your business goals, target audience, and brand identity. We guide you by defining your companies objectives and goals and understanding your target audience. We assist your company in choosing the right platforms, develop content strategy and create / curate content. We engage and interact with your companies audience and build influencer collaboration, paid social media campaigns and monitor / measure performance. We stay updated and adapt to the ever changing landscape of social media, to create a strategic and dynamic plan that drives meaningful results for your company.



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Web Content and Development

Your business website needs to be user-friendly, engaging, and optimized for search engines. We understand your target audience and can develop content / SEO strategy (keyword research, on-page SEO, technical SEO) and aid in choosing the proper content management system. We are seasoned technical writers and can develop relevant content creation with optimization. We can assist with testing analytics / monitoring and domain registration, along with web hosting. We offer a comprehensive web content and development program to ensure that your company's website is not only visually appealing and user-friendly, but also optimized for search engines and aligned with your business goals.

Graphic Design

We believe that great design is more than just aesthetics—it's about creating visual stories that resonate with your audience and elevate your company. Our team of designers combines creativity with cutting-edge technology to deliver bespoke graphic solutions tailored to the your business. We create: branding, packaging, digital marketing, advertising, illustration, photography, pop displays, promo materials, digital newsletters, media kits, company decks and product sheets and anything else you can dream up. We provide creative direction in every direction!

Growth isn't just a goal—it's a journey.

Our solutions navigate the path of expansion and pave new roads to success. Where others see challenges, we see opportunities for transformation and triumph.

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