I am Clarence McGann, a human-centered designer, entrepreneur and business strategist driven by empathy and challenging the status quo. For the past decade, I've developed a multi-disciplinary background in Product Design Leadership, Marketing and Advertising. I have successfully led and creatively inspired various teams and organizations to build awesome products, by facilitating design methodologies and workshops that help people reach their full creative potential, solve complex problems and discover new ways of thinking and working.
Why Me?

My domain expertise and professional track records span across world renowned brands and various industries. We’ve contributed to building some of the world’s best products while driving enterprise business cases for multi million dollar funding.
Capabilities

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The currency of Design Thinking is ideas. We’ll show you how to take ideas and convert them into solutions you can act on. Our Bootcamp provides a full day of hands-on design thinking where you’ll co-create with a team to solve a real world problem.

**How it works**

Bootcamp is a 1-day introduction to Design Thinking with the goal of introducing teams to solving problems like designers.

- Choose a challenge.
- Test-drive Design Thinking to drive ideation.
- Learn how to test assumptions and measure success.

**What you’ll get**

- Hands-on experience with strategic approaches to solving a real world challenge.
- Insider training on innovation and facilitating design challenges.

**Pairs well with**

Startup Safari ™
Strategy

Startup Safari™

Want to explore a new idea? Need to validate something important? Want to re-invent an existing solution or design for social impact?

Our Startup Safari™ helps the businesses of tomorrow minimize risk and maximize results in as little as one week using state of the art Design Thinking.

How it works

The Startup Safari is a 5-day immersive design sprint with the goal of multiplying confidence by validating product ideas.

What you’ll get

Monday - Business Model and Growth Strategy
Tuesday - Journey Map, Customer Feedback and Guidelines
Wednesday - Innovative Growth Ideas and/or Brand Narrative
Thursday - MVP, Prototype and/or Value Proposition
Friday - Measurable and Actionable Insight with a Working Prototype

Pairs well with

Immersion
Dive deep into a real business challenge

Immersion

Every challenge works a little differently. Across any challenge, we draw from the process of design thinking to lead you towards innovation and a successful solution that adds immediate value and rapidly generates revenue.

How it works

Typical immersion sprints happen over a period of 2-6 weeks.

Start with a big, activating question that brings your team together. Share stories or research to build inspiration and empathy for those affected by the issue.

Brainstorm bold new ideas and apply fresh insights to advance existing concepts. Test things out: get the tools to build a quick prototype and learn what works.

Share comments to help uncover issues and new opportunities. Use expert feedback, community support, and design tools to rapidly improve ideas.

What you’ll get

· Tailored tools and techniques based on the challenge.
· Prototypes for experimentation and validation.
· Action plan for real-world execution.

Pairs well with

Business Modeling
Business Modeling

Describe, design, challenge, invent and optimize your company’s strategy for delivering value and generating revenue. Don’t just stop at launching your business. Keep your finger on the pulse of the industry and develop a plan to get and stay competitive for the long term. It’s your plan for generational wealth.

How it works

Assessing your business model’s overall integrity is crucial, but looking at its components in detail can also reveal interesting paths to innovation and renewal for long term, sustainable profit.

With this program you will:
- Outline the 9 facets of your business.
- Work with a design team to validate and test viability.

What you’ll get
- Complete Visual Business Model and Value Proposition.
- Prototypes to validate assumptions.
- Experimentation Strategies.
- Trend-spotting Strategy Focused on Macroeconomic Indicators.

Pairs well with

Branding
Most of us know what we do. Many of us know how we do it. But only the best-in-class understand “why”, and are able to weave that reasoning into every aspect of their business internally and externally.

Are you best-in-class?
Find out what customers really want

Insights (Way-In)

Because how you ask is everything.

A different approach to market research that is complimentary to traditional methods while leveraging today’s most innovative ethnography techniques.

How it works

Way-In combines market research with digital expression to surface key insight lying at the dichotomy of past and present day consumer behavior.

We leverage our collective of diverse researchers and social media experts to gather pure customer insight through trusted relationships with untapped customer segments.

Tell us what you want to discover. We will rapidly deliver raw untapped and untethered customer data with key insight to drive product confidence.

What you’ll get

- Qualitative and Quantitative reporting.
- Raw customer transcripts and results.
- Key insight and opportunities.
- Plan of action.

Pairs well with

Acceleration
Acceleration

Move the needle on the toughest challenges to get to the next level using the fastest possible path.

Whether it’s enterprise innovation or startup product market fit, HEV acceleration is the fastest way to get there. Unlike traditional accelerators, we custom tailor the course and take a fail-forward approach to increase speed to market significantly.

How it works

Unlike many accelerators and incubators, we take a case-by-case approach to planning acceleration sprints by meeting you at whatever phase of business you are currently focused on. Our acceleration program combines the rigor of design thinking, the hustle of entrepreneurship, and the horsepower of a Ferrari across every phase from ideation to fund raising to growth.

Typical timeframes from kickoff is 3-6 months.

What you’ll get

• Empathy-driven user centered design strategy.
• Many ideas and prototypes (there is no one perfect idea).
• Several diverse experiment plans.
• Resource toolkit and design training.

Pairs well with

Immersion
Transformation

Radically reshape and drive change from the inside out with the right framework and the right people through the right lens.

Like all things that change, it doesn’t happen overnight. With a dedicated team to see things through you can define the right problem to solve, and offer a wider range of potential solutions that meet user needs and encourage adoption.

How it works

Change from the top down is essential to success in any organization. Our dedicated team of strategic design thinking experts work directly with executives to apply the right combination of carrots and sticks to move the organization through the journey and socialize new norms.

What you’ll get

- Product + Organizational Assessment
- Marketing + Communications Strategy
- Sponsor Activities + Roadmap
- Coaching + Manager Training
- Employee Training
- Resistance Planning + Risk Management
- Recognition Strategy
- Insight Collection and Assessment

Innovation as part of your organizational DNA
Product / Service Design

We primarily focus on two core values. Building the right things, and building things right. Our design sprints are the fastest way to find out if a product or service is worth pursuing, if a feature or process is worth the effort, or if your value proposition is really valid with your customers.

How it works

We run 3 iterative phases of Design Thinking with each product life cycle: Understanding, Exploration and Implementation followed by constant learning, optimization and measuring results.

Each Product Design challenge is unique, however the phases remain persistent.

Working with our team of best-in-class product designers and product managers, we leverage design thinking at each phase to ensure user-centricity and delight.

What you’ll get

- Field Research and Key Customer Insight.
- Product Requirements.
- Ideation Workshops (How Might We).
- Prototype Testing.
- Development Support.
- Analysis and Iteration Strategy.
UX Design Studio

Move from idea to market rapidly with style.

There are many occasions where business owners already know what they want and just need to get it done. Our Design Studio is the fastest and most efficient way to get to market without friction.

How it works

Typical projects run 2-4 weeks

- Kickoff your project with our core design team to understand the goals and requirements.
- Examine the market and competitive landscape to find unique points of difference and define purpose.
- Map out the journey to drive empathy and understanding of the most important user need.
- Examine designs and mood boards created by our top UX designers to define direction.
- Use live prototypes of the finished design to validate.
- Develop the prototype, transforming it into the real thing.

What you’ll get

- Finished product fully designed and developed.
Design

Learn fast and fail forward

Prototyping

Got an idea but no clear way to move it forward?

Make a prototype.

Experimentation is a creative way to quickly and cheaply learn from real customer behavior to help drive decision making using a minimum viable prototype.

How it works

Tell us about your idea or assumption and our team of Experiment Coaches will help plan the best, fastest and least expensive ways to examine real world behavior to drive decision making.

Why do you need a team for that?

Because how you experiment and what you experiment with really matters. We are experts at creatively implementing real-world experiments that get you the best possible answers to your biggest questions. It takes allot of experience and skill to create a cheap experiment that feels like the real thing. We can help with that.

What you’ll get

- Assumptions
- Hypothesis
- Experiment Strategy
- Prototype
- Experiment Facilitation
- Results and Recommendations

Learn fast and fail forward
Visual Boost™

Need to optimize your conversion funnel? Want to delight your customers while boosting engagement?

Our Visual Boost helps brands move their customers through the conversion funnel simply and seamlessly while delivering surprise & delight at key moments in the customer journey.

How it works

Visual Boost is a strategic assessment and design application intended to optimize your marketing assets and conversion funnel by applying a meaningful yet simple refresh to new or existing elements.

What you’ll get

• End-To-End design assessment of marketing funnel using our proven assessment framework.
• Strategic recommendations and quick wins.
• Action plan for iterative design improvements.
• Improved visual language and brand style guide.
Now that your product is finally here, how do you go about letting the world know?

We create specialized marketing poised for mass adoption. We're about amplifying influence and leveraging the networks that create it. We're writers, editors, executives, event producers, illustrators, fixers, brand-builders, digital natives, local celebrities and talent wranglers.

How it works

Contact us to discuss your go-to-market idea. We will help you execute beyond your wildest expectations.

What you’ll get

- Strategy
- Creative Services
- Social Media
- Experiential
- Influencer Engagement
- Public Relations

Command respect with a compelling story
Get in touch

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