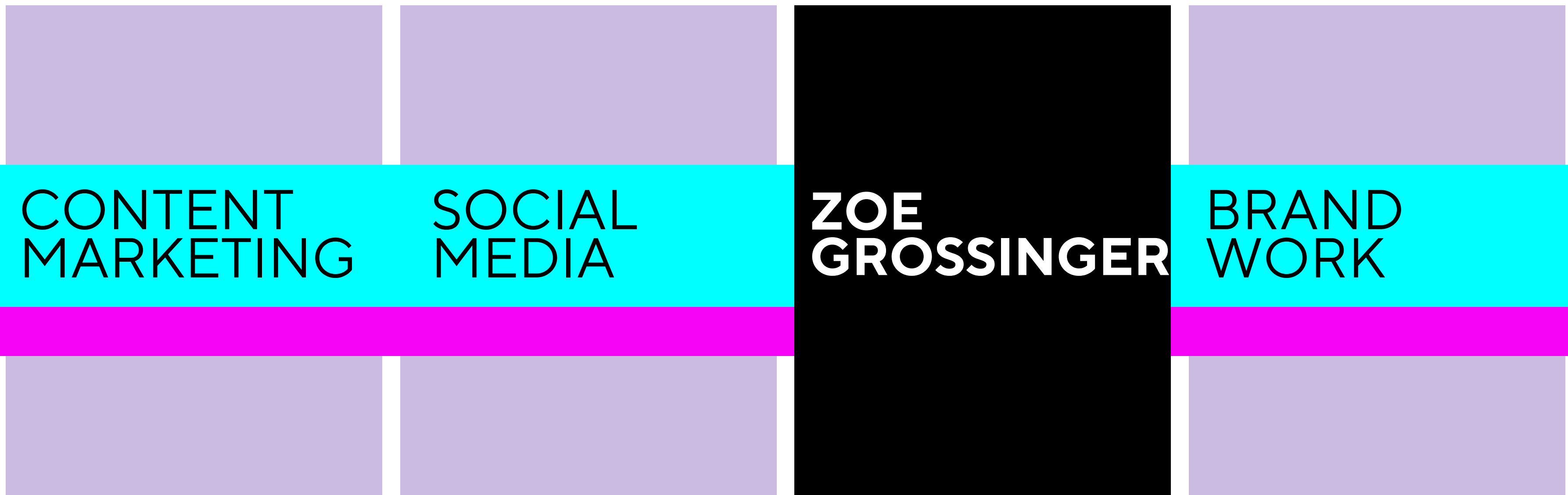


# PORTFOLIO



Zoe Grossinger is a Northwestern grad with a career in digital marketing for startups and enterprise clients.



# Branding | Quips and Tiles



Project: Internal branding for Ember energy chews

# Social Media Graphics



**HAPPY FORTUNEZ**  
the fortune teller that tells you exactly what you need to hear

Just like the ones you made when you were a kid...  
... but ours give you personalized affirmations.

Tangible advice, positivity and optimism.

Pick your desired values and intentions, and we'll send you your own customized fortune teller.

A smile that you can hold!



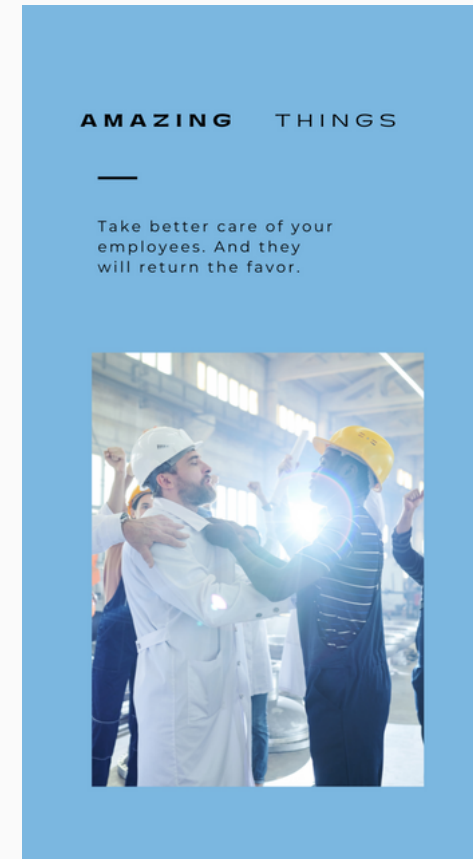
11.25.20  
11.25.20  
11.25.20

**COMING SOON**  
COMING SOON  
COMING SOON

11.25.20  
11.25.20  
11.25.20

Project: Pre-launch materials for fortune teller business


# Branding | Mood Boards (Design only)




Project: Options for new website theme for education app

# Public Relations | Media Kit

FOR IMMEDIATE RELEASE  
DECEMBER 2020



THE OUTSOURCED HUMAN RESOURCES  
DEPARTMENT FOR RESTAURANTS, CAFES AND  
BREWERIES



www.TableHR.co  
admin@tableHR.co

## THE FOOD AND BEVERAGE INDUSTRY IS UNDER FIRE

**WE'RE IN A CRITICAL TIME.**

It's never been easy to run a restaurant, cafe or brewery, but with COVID-19 spiking again, operating these companies is tougher than ever.



Owners of eateries and the like are experiencing the usual ups and downs - now with the added pressure of bringing in revenue amid lockdowns and restrictions.

www.TableHR.co  
admin@tableHR.co

## THE CHALLENGE

The future of restaurants is unpredictable and the stakes are constantly changing. There is no end in sight to the pandemic and leaders need to know how to address employee misconduct.



**WHAT WILL THE FUTURE OF THE DINING INDUSTRY LOOK LIKE?**




In order to properly navigate uncertain times, restaurants need help managing the behind-the-scenes, as well as the front-of-house.

Unfortunately, many restaurants don't have the HR help they need to weather the storm of uncertainty.

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admin@tableHR.co

Restaurants, bars and breweries must balance newfound COVID-era changes with efforts to keep employees safe, happy and protected. Without an HR department, it is a recipe for disaster.



**THAT'S WHERE TABLE HR ENTERS.**

Keeping employees safe and happy has always been top priority.

And now, it's more important than ever.

www.TableHR.co  
admin@tableHR.co

Project: Media kit to send to reporters for an outsourced HR company

WITH THE FUTURE OF SMALL HOSPITALITY BUSINESSES ON THE LINE, WE HAVE REACHED THE MOST IMPORTANT TIME FOR TABLE HR TO LAUNCH



**TABLE HR IS AN OUTSOURCED HR DEPARTMENT THAT TAKES CARE OF:**

- NEW HIRES
- TRAINING/ONBOARDING
- MANUAL DEVELOPMENT
- CODES OF CONDUCT
- FURLOUGHS
- LAYOFFS

AND MORE...

www.TableHR.co  
admin@tableHR.co

"You can rest easy knowing that we take the pressure off of your shoulders and the heavy tray off of your hands. You can just focus on making your business run smoothly and ensuring that your customers are happy."

- SAMANTHA AYCOCK, TABLE HR COO




www.TableHR.co  
admin@tableHR.co


CEO and Founder, Josh Lance, launched Table HR to address the issues restaurants, bars and breweries face in 2020. On top of pandemic-related concerns, he also sprung to action in order to close the check on employee misconduct.

"We were horrified after hearing 'Me Too' allegations against restaurant owners and workers. We also learned about instances of racially charged aggressions in restaurants and bars. We decided to step in to protect employees and prevent these atrocities from happening," said Josh Lance, CEO of Table HR.


### THE TABLE HR TEAM



SAMANTHA AYCOCK, COO



JOSH LANCE, CEO



LINDSAY PASTORINO, PROJECT MANAGER

www.TableHR.co  
admin@tableHR.co

## HR MATTERS MATTER TO TABLE HR




- Employee onboarding and offboarding
- Employee handbook creation and updates
- Dedicated human resources hotline for employees to confidentially provide any complaints or to answer any questions your employee may have
- HR on call services for employers to answer HR questions and provide guidance
- People advisory services

www.TableHR.co  
admin@tableHR.co

## INVITE US TO THE TABLE

**WE WON'T LET YOU OR YOUR EMPLOYEES DOWN.**



**CONTACT US**

www.TableHR.co  
admin@tableHR.co  
(630) 537-0218

## Internal Marketing



Project: Internal agency communications to promote an office-wide DEI initiative

# Newsletter Template

DATE AND VOLUME

## CATAPULT CHICAGO

WEEKLY NEWSLETTER

**ADDRESS BOREDOM.**

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[Read More](#) →

**BEEN THINKING?**

We're always interested in hearing from members and partners of our community.

[Let's Chat!](#)

**UPCOMING EVENTS**


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[Read More](#) →

**DEEP POCKETS?**

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Like this newsletter design? Catapult could not have created this fresh, modern newsletter without the design inspiration of Tacklebox Brand Partners, a Chicago-based built for the specific needs of growth-staged companies. 

**ABOUT CATAPULT**

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DATE AND VOLUME


## CATAPULT CHICAGO

WEEKLY NEWSLETTER

**A MESSAGE FROM US TO YOU**


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**HUMBLEBRAG**

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**CATAPULT HIGHLIGHT**

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**NUMBERS TALK**

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**ADDRESS BOREDOM. LET'S GO!**

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DATE AND VOLUME

## CATAPULT CHICAGO

WEEKLY NEWSLETTER

**THEY SAID WHAT?**


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[Read More](#) →

**BEEN THINKING? LET'S CHAT.**

[Contact Us!](#)

**DEEP POCKETS?**

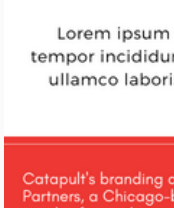
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**ABOUT CATAPULT**

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**UPCOMING EVENTS**

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Catapult's branding and marketing is supported by Tacklebox Brand Partners, a Chicago-based marketing firm that's built for the specific needs of growth-stage companies. 

tacklebox.us.com  
info@tacklebox.us.com

DATE

## CATAPULT CONNECT

**A MESSAGE FROM US TO YOU**

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**HUMBLEBRAG**

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**CATAPULT HIGHLIGHT**

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**THEY SAID WHAT?**

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**NUMBERS TALK**

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Project: Redesign email newsletter template for a Chicago accelerator



# One-Pager



**TRIVIUM**  
STRATEGY

Investors in the Trivium fund of funds co-invest alongside experienced and established VC firms. Trivium investors reap the benefits in investing in three distinct, actively-managed platforms. Each of them offers access across the venture spectrum.

**ALUMNI VENTURES GROUP** | **PURPLE ARCH VENTURES** | **11.2 VENTURES**

**A VENTURE SYNDICATE** for late-stage exit velocity | **A VENTURE FUND** for diversified growth | **A VENTURE BUILDER STUDIO** for angel-stage incubation

**Kurt Johnson**  
Founder, Managing Partner

- Serial Entrepreneur
- Venture Partner, Purple Arch Ventures
- Founder, 11.2 Ventures
- Founder, K8 Ventures
- Founder, Purple Arch Sub-Funds
- Global F500 Management
- Kellogg MBA

**Gary Scheier**  
Partner

- Serial Entrepreneur
- Founder 11.2 Ventures
- Founder, K8 Ventures
- CEO Multiple Companies
- Managed in excess of \$2B AUM
- Management, Capital Raising
- Tech, Financial Services, Telecom

**David Beazley**  
Advisory Board

- Serial Entrepreneur & Operator
- 25+ years Professional Investor
- Managing Partner, Founder, Purple Arch Ventures
- Founder, Synergy Financial Partners
- Northwestern, Kellogg Advisory Board

Disclaimer: The contents of this communication: (i) do not constitute an offer of securities or a solicitation of an offer to buy securities, (ii) offers can be made only by the confidential Private Placement Memorandum (the "PPM") which is available upon request, (iii) do not and cannot replace the PPM and is qualified in its entirety by the PPM, and (iv) may not be relied upon in making an investment decision related to any investment offering by the respective issuer, or any affiliate, or partner thereof ("Issuer"). All potential investors must read the PPM and no person may invest without acknowledging receipt and complete review of the PPM. With respect to the "targeted" goals and performance levels outlined herein, these do not constitute a promise of performance, nor is there any assurance that the investment objectives of any program will be attained. These "targeted" factors are based upon reasonable assumptions more fully outlined in the Offering Documents/PPM. Consult the PPM for investment conditions, risk factors, minimum requirements, fees and expenses and other pertinent information with respect to any investment. These investment opportunities have not been registered under the Securities Act of 1933 and are being offered pursuant to an exemption therefrom and from applicable state securities laws. Past performance is no guarantee of future results. All information is subject to change. You should always consult a tax professional prior to investing. Investment offerings and investment decisions may only be made on the basis of a confidential private placement memorandum issued by Issuer, or one of its partner/issuers. Issuer does not warrant the accuracy or completeness of the information contained herein. Thank you for your cooperation.

triviumgrp.com | info@triviumgrp.com



**TRIVIUM**  
A THREE-DIMENSIONAL FUND OF FUNDS

Trivium is a venture capital fund of funds providing access to early, growth, and late-stage venture opportunities for accredited investors.

**tri-vi-um: The place where three roads meet.**

Our three-dimensional approach to investing unlocks end-to-end access to Venture as an asset class.

- Late-stage exit velocity
- Diversified growth
- Angel-stage incubation

**Background:**

There are less than half the public companies than there were 25 years ago. Those that do go public are doing so at valuations 10x higher. That means all the growth, all that alpha, was absorbed by private equity investors while those companies were private.

Sophisticated investors know the greatest opportunities lie in the private sector, and that unlocking investment in private-sector companies is essential to build wealth in the modern economy.

triviumgrp.com | info@triviumgrp.com

Project: Design and write one-pager for VC company launch

# CONTACT ME!

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**(610) 731-3800**

Email

**zoegrossinger@gmail.com**

