



# Who We Are

At Dockyard, we turn businesses into brands. Our team is dedicated to crafting powerful brand stories that connect with your audience and drive long-term success. We blend innovative storytelling with cutting-edge design and technology to ensure your brand stands out in a crowded market. Our focus is on building brands that are not just relevant today, but timeless.

# What We Do

We help businesses define who they are, what they stand for, and how they communicate. From strategic brand positioning to creating a distinct visual identity and digital presence, we ensure every aspect of your brand resonates with your target audience. Our expertise spans brand strategy, identity design, and ongoing social media engagement, providing a comprehensive solution to your branding needs.

# Our Services

## Brand Strategy

- a. Internal Brand
- b. Target Audience Research
  - i. Demographics and Psychographics Research
  - ii. User Personas
- c. Competitor Research and Analysis
- d. Brand Positioning
  - i. Differentiation Strategy
  - ii. Positioning Statement
- e. Human Brand Persona
- f. Brand Story / Narrative
- g. Content Strategy
  - i. Tagline
  - ii. Tone of Voice and Core Message Framework

# Our Services

## Brand Identity

- a. Naming
- b. Logo Design
- c. Typography
- d. Color Palette

## Brand Stationery and Collaterals

- a. Business Cards
- b. Envelopes
- c. Letterheads
- d. Signage and Standees
- e. Brochures and Catalogs

# Our Services

## Brand Communication

- a. Company Profile
- b. Pitch Deck
- c. Content Writing

## Website and Digital Presence

- a. Website Design
- b. Website Development
  - i. Custom – PHP WordPress, Java, Java Script, HTML5, CSS, etc
  - ii. Shopify
- c. Domain, Hosting and Server Management
- d. Professional Email Setup

# Our Services

## UI/UX Design

- a. Competitor Analysis
- b. User Flows, Information Architecture and Site Mapping
- c. Web Design
- d. Low and High-fidelity Wireframing
- e. Prototyping

# Our Value Propositions

## **Transformative Brand Strategy**

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We create strategies that differentiate your brand and position you for success in your market.

## **Distinctive Brand Identity**

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We develop unique and memorable visual identities that make your brand instantly recognizable.

## **Consistent Brand Communication**

We provide end-to-end brand development solutions to keep your brand engaging and relevant.



# Our Value Propositions

## **Complete End-to-End Solutions**

From strategy to execution, and concept to launch, we provide comprehensive branding and UI/UX solutions under one roof.

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## **Competitive Pricing**

We offer top-tier services at prices that provide exceptional value compared to the cookie-cutter solution packages in the industry.

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## **Unforgettable Service**

Our interactions are personalized, professional, and memorable, ensuring a positive experience every time.

# Meet the Founders

**Swarali Gadgil – Founder and Head of Creative Strategy**





# Thought Leader | Creative Visionary | Operations and Business Growth Architect

As the visionary mastermind behind Dockyard's transformative branding and design, Swarali has spearheaded around 30 successful projects in just two years, translating creative visions into tangible market successes. Having worked with industry giants like the ex-CTO of Samsung, Ericsson, and Hughes, and collaborated with major brands such as Catenon, Rebelution, Chargebee, 108global, Sunsire, Battery Smart, Asentech, Proeon, Derewala, and LocalEyes, Swarali's experience spans an impressive array of industries. Excelling in brand and project management, as well as creative design, her strategic insight and creative acumen consistently deliver impactful results. Swarali embodies the quintessential qualities of a million-dollar company leader: visionary leadership, innovative thinking, and strategic acumen. With resilience, customer focus, and financial savvy, she forges strong client relationships and cultivates a thriving business environment.

Fueled by a passion for creativity and continuous learning, Swarali believes in the power of understanding our roots to empower meaningful creation. Guided by this philosophy, she leads with creativity, innovation, and strategic excellence, propelling Dockyard to new heights and pioneering new frontiers. Investors can confidently rely on her ability to blend imagination with strategy, ensuring sustained growth and success.

# Her experience spans multiple industries

1. Management Consulting
2. Digital Healthcare Transformation / Health IT
3. Electric Vehicle (EV) Infrastructure
4. Battery Technology / Energy Storage
5. Interior Design and Decoration Industry
6. Recruitment / Talent Acquisition
7. SaaS / Revenue Management Software
8. Jewelry Manufacturing Industry
9. Food and FMCG (Specialty Condiments)
10. Home Services (Repair and Maintenance)
11. Biotechnology / Pharmaceutical
12. Chemical Manufacturing
13. Kitchen Furniture and Fixtures
14. Market Expansion / Business Consulting
15. Jewelry Retail
16. Plant-Based Protein
17. AI/ML Services / Data Annotation
18. e-Commerce Services
19. Renewable Energy
20. Logistics Technology / Transportation
21. Technology Leadership Training / Professional Development
22. Marketing Services
23. Data Analytics and Marketing Technology

# Meet the Founders

**Piyush Kale – Co-Founder and Head of Business**





# Administrative Leader | Strategic Finance and Business Development Strategist | Growth Strategist

Piyush is a detail-oriented and results-driven professional with a track record of excellence. With a keen eye for detail and strategic acumen, Piyush brings 2 years of experience in managing administration and invoice processing, along with proficient data management skills within the company. He spearheads key clerical tasks, generates leads, effectively streamlining operations and driving business success.

Piyush's expertise extends to strategic financial management and business development. His proficiency in financial analysis and forecasting supports informed decision-making and strategic planning within the organization. Beyond his administrative and financial prowess, Piyush is instrumental in fostering strong client relationships and driving business growth. His collaborative approach and commitment to excellence make him a valuable asset to our team and a key driver of our agency's success.

# Get in Touch with Us

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# Thank You