

ABOUT

About

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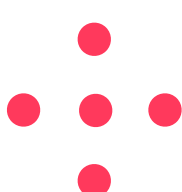
ABOUT US

The AI Company For Business

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We Solve The Toughest Human Problems

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DATAS

A Data-driven Approach Changes Everything

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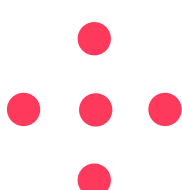
Won deals influenced by deal insights.

50%

Average increase in pipeline.

60%

Improved win rates across customers.



VALUE

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End-to-End Ownership

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Every Problem Has a Solution

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Very Good and Perfect

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Disagree and Commits

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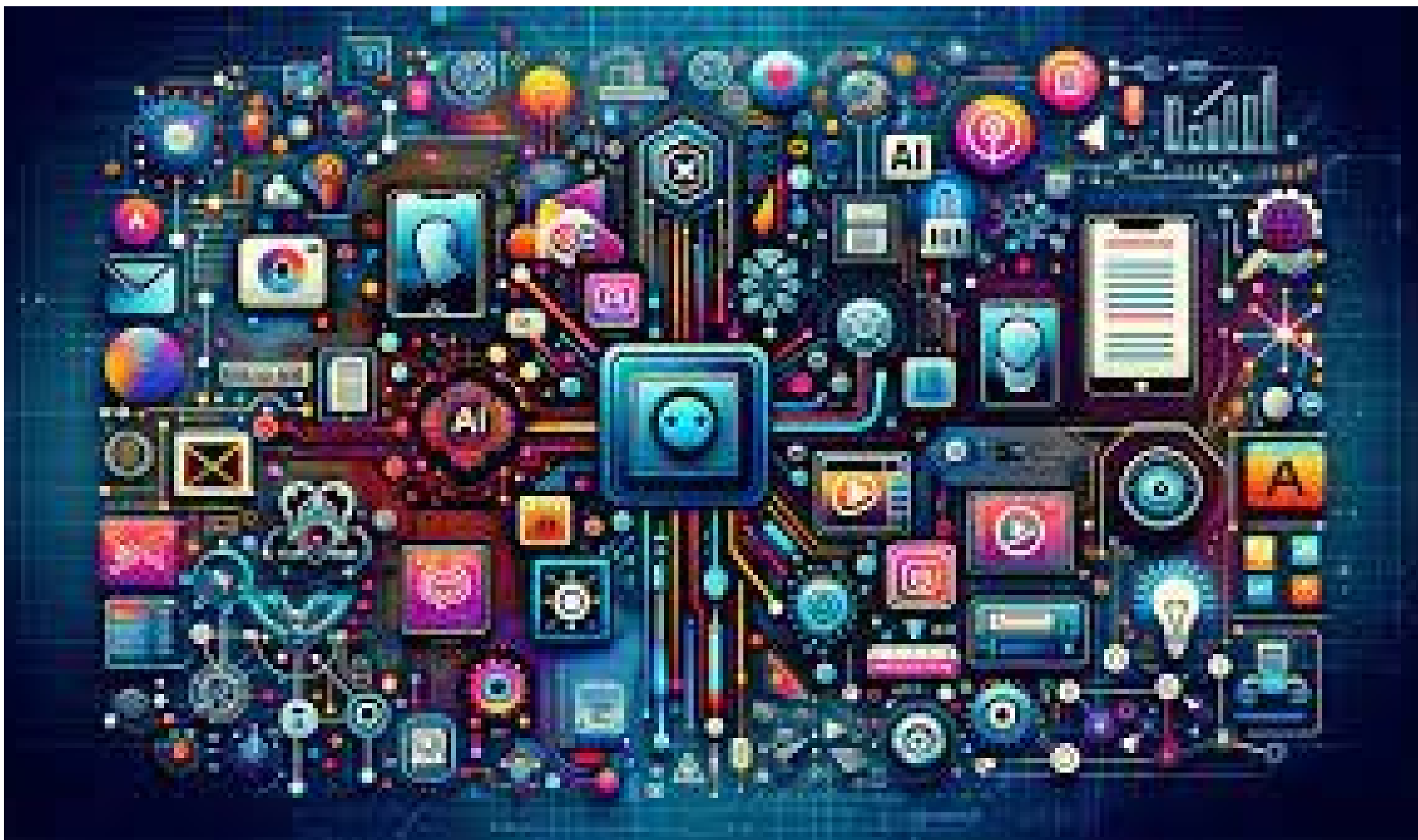
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The Problem

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Planning changes

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Limited budget

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Limited time

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The Solution

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What are your delivery charges?

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JOHN WILLIAMS

CEO Intellia

JOHN WILLIAMS

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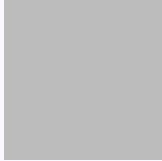
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50%

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pipeline.

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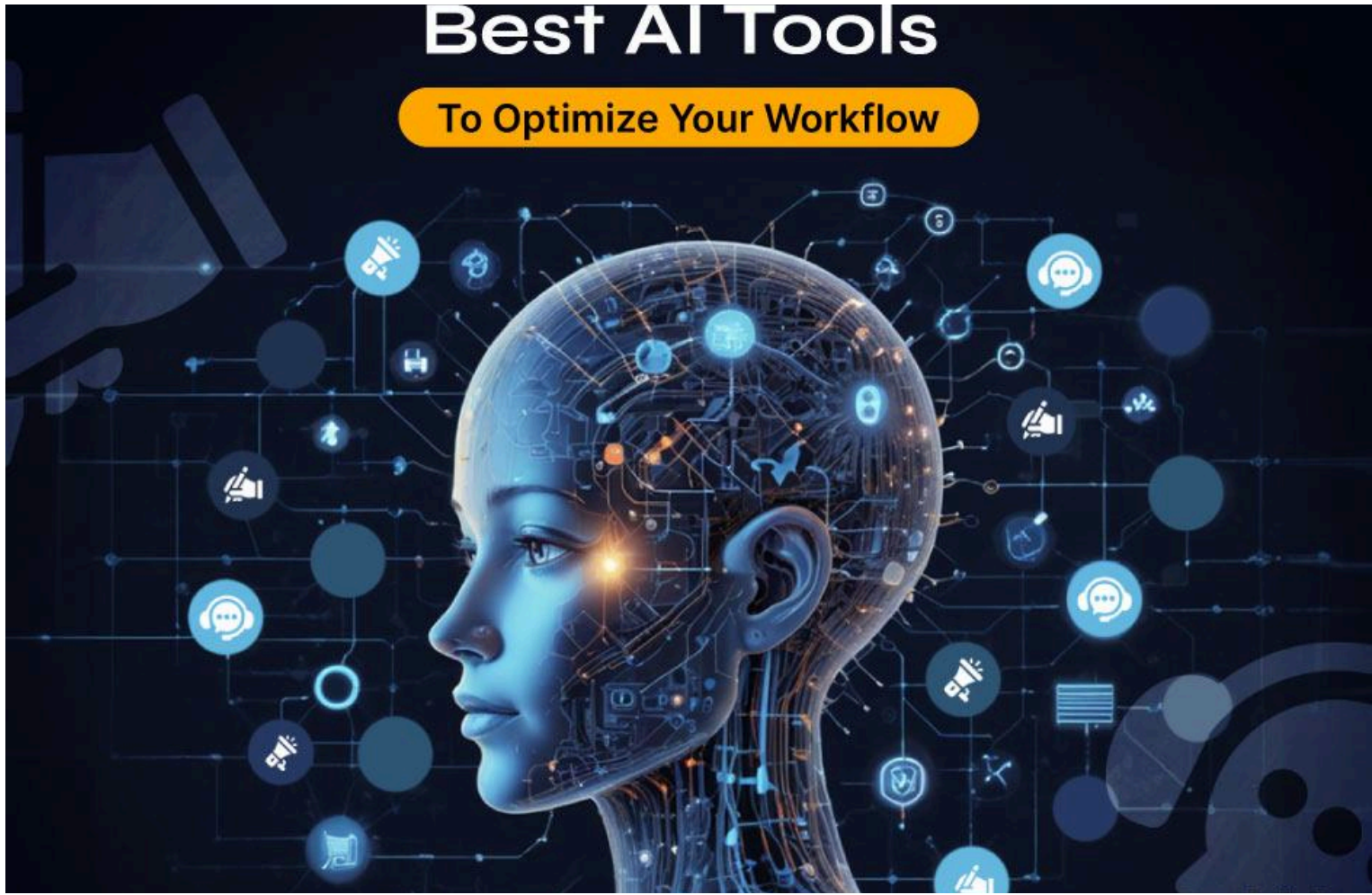
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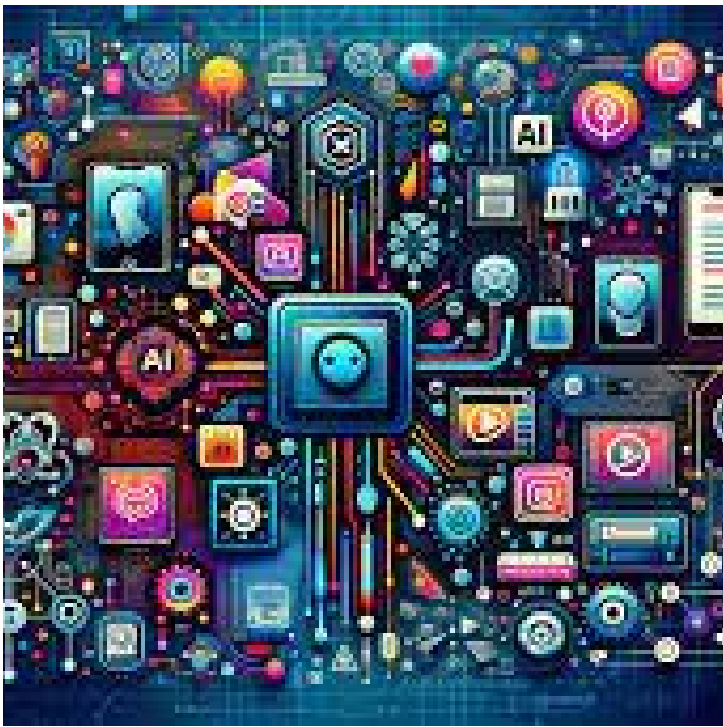
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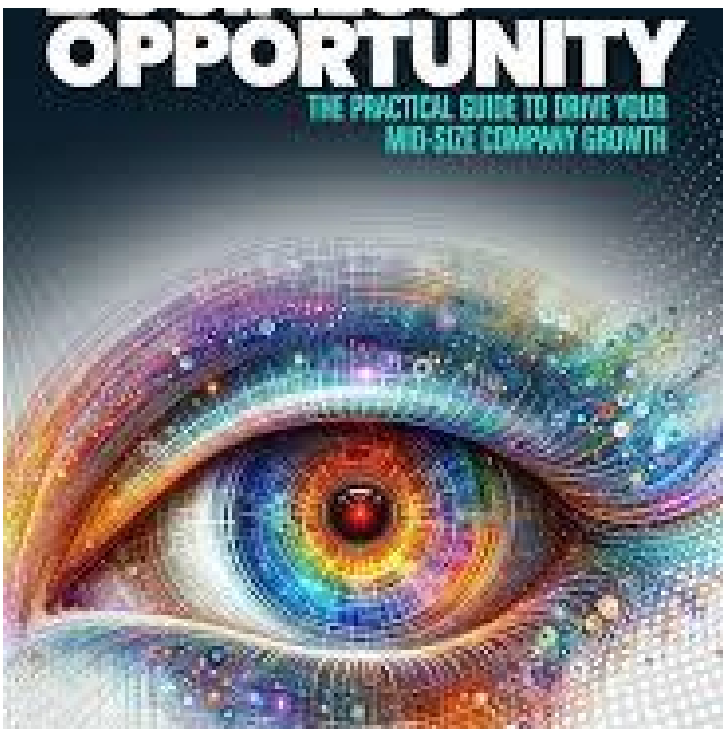
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10
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46
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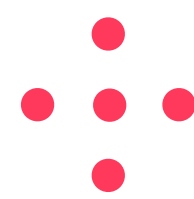
Style Guide

Typography

Versatile Usage – Suitable for UI design, branding, and editorial layouts.

Balanced Proportions – Well-spaced letterforms for a harmonious visual appeal.

Modern & Minimalist – A clean, sans-serif typeface with a contemporary look.



Gray 4 (#5F5F5F)

- Theory: Gray is a neutral and balanced color, often used for backgrounds, text, and UI elements to maintain readability.
- Use Case: Ideal for secondary text, UI dividers, and subtle contrasts.



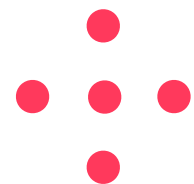
Overlay 2 (Gray with transparency effect)

- Theory: Overlay colors help create depth and hierarchy in UI design. A semi-transparent overlay softens background elements while keeping them visible.
- Use Case: Used for modal overlays, shadows, and hover states.



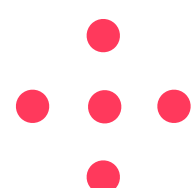
Primary (Blue)

- Theory: Blue is associated with trust, stability, and professionalism. It is widely used in corporate and tech designs due to its calming effect.
- Use Case: Best for primary buttons, links, and call-to-action (CTA) elements.



Tertiary (Black)

- Theory: Black represents power, authority, and elegance. It provides strong contrast, making it excellent for typography and high-impact design elements.
- Use Case: Used for body text, headlines, and high-contrast UI components.



Secondary (Red)

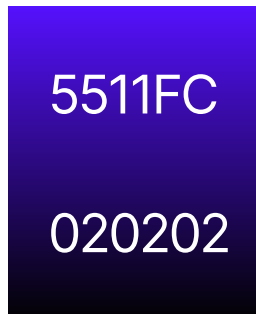
- Theory: Red symbolizes urgency, excitement, and attention. It is often used for warnings, errors, and elements that require immediate action.
- Use Case: Great for delete buttons, error messages, and alerts.



Linear Gradients (Purple, Pink, Yellow)

• Purple Gradient

- Theory: Purple represents creativity, luxury, and imagination. A gradient effect enhances depth and modern appeal.
- Use Case: Used in backgrounds, highlights, or aesthetic elements.



• Pink Gradient

- Theory: Pink conveys playfulness, warmth, and friendliness. A light pink gradient is often used in modern UI to create a soft and inviting look.
- Use Case: Suitable for onboarding screens, branding accents, or soft CTA buttons.



• Yellow Gradient

- Theory: Yellow symbolizes happiness, energy, and positivity. It stands out while maintaining a friendly feel.
- Use Case: Works well for highlights, badges, or interactive elements like progress bars

