

eXecucomm

infinite possibilities . limitless solutions



07.07.25

Happy Day Deion,

Following our fruitful introductory meeting, EXECUCOMM is honoured to formally present our Strategic Proposal as a preamble to what we believe will be a catalytic journey of transformation, impact and global readiness.

This proposal reflects our comprehensive understanding of CADCO's current ambitions, challenges and unique positioning, as well as the strategic imperatives required to elevate the organization from national design-build authority to internationally aligned, investment-ready, innovation-driven powerhouse.

As a Strategic Management Consultancy and Impact Investing Firm, EXECUCOMM brings a rare multidisciplinary approach, one that fuses business strategy, brand architecture, digital transformation, innovation ecosystems and impact frameworks into one cohesive roadmap.

This document outlines the first phase of work we recommend, focusing on **Brand Reinvention, Digital Infrastructure Modernization, Innovation Strategy** and **Organizational Structuring**, to create the foundation for broader growth, impact capital readiness and long-term ecosystem relevance.

We have structured the proposal in a way that allows for flexibility, clear phasing and measurable value creation, and we remain committed to tailoring this journey to your internal realities and external aspirations.

We're deeply excited by the vision ahead and are confident that, together, EXECUCOMM and CADCO can co-create an engineering and innovation legacy that resonates across industries, borders and generations.

Thank you for trusting EXECUCOMM to be part of this transformative journey.

Warm Regards,

Thokozile James

Thokozile Nkechi James
Managing Director

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1.868.715.3116

Based in Trinidad & Tobago
Serving the Caribbean
Impacting the Globe



Confidentiality Notice

This proposal, including any accompanying presentations and documents, is intended solely for the recipient, and contains confidential and proprietary information of EXECUCOMM. No part of this proposal or its entirety may be duplicated, redistributed, disseminated or divulged to any third party without the express written consent of EXECUCOMM.

We lead with trust and value the confidentiality of our strategic insights and recommendations. We appreciate your understanding of the delicacy and significant time invested in producing this comprehensive materials, designed to drive **CADCO** towards transformative growth and success.

Thank you so much for your respect and cooperation.





Proposal

Partner in Transformative Growth: **CADCO**

Project: **Complete Strategic Brand Evolution Ecosystem**

Purpose: **Brand Evolution & Strategic Positioning**

Prepared by: **EXECUCOMM**

Point of Contact (Client): **Deion Ambrose**

Project Lead (EXECUCOMM): **Thokozile James**

Date: 07.07.25

hello
this is your proposal



A global innovator
revolutionizing how
enterprises, start-ups and
people, grow, connect,
capitalize and impact the
world.



Our Fundamental Strengths 

- Strategic Ambition
- Intuitive Understanding
- Creative Foresight
- Intentionally Diverse
- Innovative Ingenuity
- Impact Driven
- Adaptive in Nature
- Collaborative Leadership
- Future Focused
- Power to Influence



#creativitydelivered

Executive Summary: A Clear Path Ahead to a Transformative Partnership

CADCO Design Studio is uniquely positioned to evolve from a respected multidisciplinary design-build firm into a purpose-driven, innovation-led regional leader. With a strong foundation in architecture, engineering and visual storytelling, CADCO now requires a strategic transformation that aligns its brand, structure and digital presence with its full potential and future ambitions.

EXECUCOMM proposes a catalytic first phase that redefines CADCO's identity, modernizes its ecosystem and activates pathways to scale, impact and global competitiveness. This partnership will deliver a cohesive roadmap to elevate CADCO into a next-generation powerhouse of design, execution and influence.

We look forward to building something extraordinary together. Yay!



→ Strategic Approach

EXECUCOMM delivers transformation through a methodical process combining creative foresight, technical precision, strategic structuring and executional rigor. Our approach is divided into six integrated workstreams that build on one another:

- ✓ **Organizational Structuring & Portfolio Architecture**
- ✓ **Brand Identity & Architecture Strategy**
- ✓ **Innovation Strategy & Implementation Blueprint**
- ✓ **Digital Infrastructure Overhaul**
- ✓ **Digital Strategy & Market Engagement**
- ✓ **Impact Strategy Development**

Each stream results in clearly defined outputs and tools designed to position CADCO for growth, relevance, capital and policy alignment.



→ Our Process

Phase 1: Discovery & Strategic Alignment (Days 0–20)

- ✓ Kick-off Sessions with Leadership & Core Team
- ✓ Stakeholder Interviews (Internal & External)
- ✓ Brand, Market & Competitor Audit
- ✓ Organizational Diagnostic & Functional Mapping
- ✓ Digital Landscape Audit
- ✓ Presentation of Findings & Strategic Opportunity Framework

Phase 2: Visioning & Structuring (Days 21–35)

- ✓ Development of Vision, Mission, Purpose and Strategic Anchors
- ✓ Organizational Structuring & Division Blueprint
- ✓ Portfolio Mapping (Capabilities, Value Propositions, Vertical Markets)
- ✓ Internal Governance Framework
- ✓ Brand Architecture Model (Corporate + Sub-Divisions)

Phase 3: Brand System & Strategic Narrative (Days 36–50)

- ✓ Brand Strategy & Positioning Framework
- ✓ Logo, Visual Identity System, Typography, Colour, and Iconography
- ✓ Executive Voice & Brand Narrative (Stakeholder Language & Messaging)
- ✓ Brand Book + Guidelines
- ✓ Executive Presentation Toolkit



→ Our Process

Phase 4: Digital Ecosystem Development (Days 51–70)

- ✓ UX/UI Wireframes
- ✓ Website Design (Custom Front-End Design)
- ✓ CMS Integration for Easy Updates
- ✓ SEO Framework + Analytics Integration
- ✓ Stakeholder Engagement Tools (Dashboards, Forms, Lead Capture)
- ✓ CRM & Contact Infrastructure

Phase 5: Innovation & Impact Strategy (Days 71–80)

- ✓ Innovation Pillar Design (EnergyTech, Data & Engineering Futures, ESG Infrastructure)
- ✓ Innovation Roadmap (Short-Term, Mid-Term, Flagship Projects)
- ✓ Impact Strategy Framework (ESG Mapping, SDG Alignment, Outcomes KPIs)
- ✓ Capital Positioning Toolkit (Investor Decks, Policy One-Pagers, Strategic Partnerships)

Phase 6: Finalization & Transition (Days 81–90)

- ✓ Testing and Optimization of Web & Digital Assets
- ✓ Delivery of all Assets and Guidelines
- ✓ 30-Day Strategic Support & Advisory



Scope of Work

Organizational Structuring & Portfolio Architecture

- ✓ Develop internal structure and functional clarity across divisions
 - ✓ Map growth-ready service lines aligned to investor and public sector expectations
 - ✓ Establish internal reporting and leadership flows
-

Brand Identity & Architecture Strategy

- ✓ Create a scalable brand system (CADCO, sub-units, initiatives)
 - ✓ Design a modern visual identity suite with consistent brand touchpoints
 - ✓ Develop language, tone and purpose framing that reflects clean-tech leadership
-

Innovation Strategy & Implementation Blueprint

- ✓ Ideate and scope innovation projects Create innovation roll-out strategy with timeline, capital opportunities and partnership lanes
-

Digital Infrastructure Overhaul

- ✓ Responsive, modular website with analytics and CRM integration
 - ✓ Cloud-ready, scalable architecture for growth and multi-region rollout
 - ✓ Secure and optimized backend functionality
-

Digital Strategy & Market Engagement

- ✓ Define CADCO's digital position (regional leader in clean-tech innovation)
 - ✓ Content & Comms Strategy for engagement with gov't, partners, investors
 - ✓ Platform goals: Visibility, Credibility, Attraction
-

Impact Strategy Development

- ✓ Develop framework for ESG and SDG-linked metrics and reporting
- ✓ Positioning CADCO for impact investing and policy influence
- ✓ Creation of Capital + Impact Toolkit





The CADCO Design Foundation

Designing Futures | Building Impact | Empowering Communities

To extend CADCO's influence beyond architecture and engineering, EXECUCOMM proposes the launch of **The CADCO Foundation**, a purpose-led initiative dedicated to design equity, spatial justice, environmental stewardship and community-centered innovation across Trinidad & Tobago and the Caribbean.

The Foundation will serve as CADCO's social impact engine, activating community infrastructure programs, youth design and tech labs, sustainable building initiatives, heritage preservation projects and education campaigns in architecture and engineering. It will also position CADCO to attract development funding, deepen public-private partnerships, and lead social innovation across the region.

EXECUCOMM's Role

EXECUCOMM will serve as the **official partner and architect** of the Foundation, leading from inception to launch and continuing with **strategic management post-launch**.

- ✓ Envision, formulate and execute all components.
- ✓ Manage programs, partnerships and engagement.
- ✓ Develop capital pathways and lead impact reporting.
- ✓ Ensure long-term growth and sustainability.

Ongoing Management

A monthly strategic retainer will support EXECUCOMM's leadership and oversight, ensuring the Foundation's initiatives remain mission-aligned, high-impact, and globally relevant.

The CADCO Foundation will not only reinforce CADCO's social responsibility and public value—but unlock long-term capital, policy alignment and a legacy of architectural empowerment and community transformation.



Investment Proposition

Partnering with EXECUCOMM will be a strategic investment in CADCO's transformation, future relevance and market leadership. Our integrated approach delivers a holistic evolution, aligning brand identity, business structure, digital ecosystem, innovation capacity and impact positioning into one cohesive and future-proof framework. Through this partnership, CADCO will be repositioned as a globally credible, regionally dominant design-build leader with the infrastructure and narrative to scale influence, attract capital and lead with distinction.

This investment delivers both immediate value and enduring transformation, equipping CADCO with strategic clarity, operational efficiency, brand power and innovation systems that generate measurable returns. By fusing design excellence with business foresight, stakeholder alignment, and social impact, EXECUCOMM empowers CADCO to move confidently into its next chapter with the tools, visibility and momentum to thrive.





hello
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ATT: Deion Ambrose
CADCO
Eastern Main Road
Tunapuna

YOUR INVESTMENT

07.07.25

SCOPE DESCRIPTION	TOTAL
Organizational Structuring & Portfolio Architecture	
<ul style="list-style-type: none">• Development of full Organizational Chart with Division Framework• Functional Mapping of Departments, Leadership Roles & Responsibilities• Internal Governance System Recommendations• Comprehensive Portfolio Architecture: Clear Definition of Services & Verticals• Strategic Visioning for National Growth & Global Expansion• Leadership Role Recommendations & Optimized Hierarchies• Operational Alignment Across Divisions• Naming Structure for Divisions & Functional Units• Scalable Internal Structure to Support Regional Expansion• Executive Ecosystem Mapping (Internal + Strategic External Roles)	
Innovation Strategy & Implementation Blueprint	
<ul style="list-style-type: none">• Innovation Ecosystem Blueprint:• Short-Term, Mid-Term & Long-Term Innovation Roadmap• 3 Flagship Innovation Project Concepts• Capital-Ready Innovation Narrative & Investment Storyline• Innovation Pitch Decks + One-Pager Templates• Stakeholder/ Partner Collaboration Models for Open Innovation• Innovation Implementation Planning (Phases, Teams, Milestones)	



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SCOPE DESCRIPTION	TOTAL
Brand Identity & Architecture Strategy	
<ul style="list-style-type: none">• Brand Strategy Framework: Purpose, Promise, Positioning• Brand Architecture Development (Parent + Sub-brands, Divisions, Programs)• Executive Brand Messaging & Language System (Internal/External Voice)• Brand Personality, Tone & Storytelling Pillars• Logo Design Suite: Main Logo + Horizontal, Vertical and Icon Versions• Sub-brand/Division Logo Extensions• Iconography Suite Aligned with Brand Themes• Font System and Typography Standards• Primary & Secondary Color Palettes	
Brand Collaterals <ul style="list-style-type: none">• Custom Business Card Design• Branded Email Signature Design• Branded Letterheads, Presentation Folders, Invoice Templates• Presentation Deck Templates (PowerPoint/Google Slides Ready)• Comprehensive Brand Guidelines Book (Brand Bible)• High-Resolution + Web-Optimized Digital Assets Pack• Licensed Fonts, Stock Imagery & Icon Sets	



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SCOPE DESCRIPTION	TOTAL
Digital Infrastructure Overhaul	
<ul style="list-style-type: none">• Custom Homepage and Core Page Wireframes• Full Website Design (Up to 20 Main Pages)• UX Strategy Tailored for Investors, Stakeholders & Government Visibility• Full CMS Integration for Easy Internal Updates• SEO-Ready Architecture & On-Page Optimization• Mobile-Responsive Design (Optimized for Desktop, Tablet & Mobile)• Analytics & Tracking Integration (Google Analytics, Heatmaps, etc.)• CRM / Email Capture Forms for Lead Generation• Contact Forms, Call-to-Action Triggers, Engagement Tools• Website Handover + Training for Internal Team• 1-Month Maintenance & Support Post-Launch	



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SCOPE DESCRIPTION	TOTAL
Impact Strategy Development	
<ul style="list-style-type: none">• Articulation of CADCO's Impact Thesis & Vision• Full SDG + ESG Alignment Strategy• Stakeholder Ecosystem Mapping for Impact & Influence• Custom Impact KPIs & Outcome-Based Metrics• Theory of Change + Logic Model for Project Evaluation• Reporting Structure for Public, Private & Grant-Based Impact Transparency• Pilot Social Impact Projects (Templates, Playbooks, Capital Outlines)• Policy Briefs for Governmental Engagement• Strategic Framework for Climate Investment Readiness	



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YOUR INVESTMENT

SCOPE DESCRIPTION	TOTAL
Internal Roll-Out, Training & Transition	
<ul style="list-style-type: none">Organizational Structuring & Portfolio ArchitectureInnovation Strategy & Implementation BlueprintBrand Identity & Architecture StrategyDigital Infrastructure OverhaulImpact Strategy Development	
Partnership Rate Applied	HAPPY TOTAL \$135,000.00

Project Timeline: 90 Days
75% Down Payment to Commence Project
Balance required 45 Days from Commencement of Project

Account Details

Account Name: EXECUCOMM
Account Number: 100089110478877
Bank: RBC Royal Bank
Account Type: Chequing

Strategic Tiered Packages

Option A: Foundational Brand Partnership

Total Investment: \$135,000.00 TTD

Payment Terms: 75% Down (\$101,250.00) | 25% prior Completion

Includes:

- Full Strategic & Impact Transformation (as outlined in the Ascension Package)
- Immediate project commencement with prioritization

Preferred rates for future EXECUCOMM engagements

Ideal for organizations ready to begin their transformation and secure future value.

Option B: Legacy Alignment Package

Total Investment: \$135,000.00 TTD

Payment Terms: Paid in Full Upfront

Includes:

- Full Ascension Package (Brand, Digital, Innovation, Impact, Strategy, Capital Readiness)
- **PLUS: Full CADCO Foundation Visioning, Formulation & Launch Framework**
- Access to EXECUCOMM's exclusive Foundation Development System
- Strategic documentation and partnership models for long-term sustainability

Best suited for visionaries ready to solidify CADCO's social legacy while transforming the core.



Strategic Tiered Packages

Option C: Institutional Impact Package

Total Investment: \$150,000.00 TTD

Payment Terms: 75% Down (\$112,500.00) | 25% at Completion

Includes:

- Full Ascension Scope
- Full Foundation Development
- Executive Transition Briefs + Internal Capacity Coaching
- **Initial Launch Advisory for Brand & Foundation (Lite Event Scope)**
- Eligibility for preferred participation in EXECUCOMM-led Global Innovation Consortia

Perfect for leaders who want to transform with structure, social equity and visibility.

Option D: Flagship Transformation Ecosystem

Total Investment: \$150,000.00 TTD

Payment Terms: Paid in Full Upfront

Includes:

- Full Ascension Package
- Full Foundation Development
- **Complete Launch Event Strategy + Communications Architecture**
- EXECUCOMM-led Foundation and Brand Unveiling Plan (Messaging, Run of Show, Invitees)
- Strategic PR + Media Support Plan (to be scoped separately if activated)
- 30-Day Post-Launch Advisory

Designed for organizations committed to scale, visibility, and legacy—this package sets the stage for national and global recognition.



Additional Services

In addition to the core services outlined in the proposal, EXECUCOMM offers a range of supplementary services to further enhance the value and impact of your project. These services are available upon request at an additional cost, and can be tailored to suit your specific needs:

Photography

Professional photography services to capture corporate team, key moments, branding visuals or product shots for your website, promotional materials and events. Our photographers specialize in creating high-quality, visually compelling images that align with your brand identity.

Event Management

Comprehensive event management services for launches, conferences, expos, workshops or corporate events. From planning and coordination to on-the-day execution, we ensure seamless, memorable events that align with your business goals and audience engagement strategies.

Content Creation

Our team can assist with creating written, visual and video content for your website, marketing campaigns or social media platforms. This includes blog posts, articles, infographics, promotional videos and more, designed to engage your audience and strengthen your brand presence.

Digital Marketing

We offer digital marketing services, including SEO, social media management, email campaigns and paid advertising strategies. These services are designed to increase visibility, drive traffic and generate leads for your business.

Technology Solutions

We provide technology infrastructure services including web development, system integration, cloud solutions and cybersecurity. These services ensure your business is equipped with the latest technology to operate efficiently and securely.

Market Research and Analysis

Our market research services help you understand your target audience, industry trends and competitive landscape. We provide actionable insights that inform your business decisions and strategic planning.

Project Management

Our project management services ensure that your project stays on track, within scope and on budget. From initiation to closure, we provide end-to-end management, including planning, execution, risk management and stakeholder communication. We ensure timely delivery and successful outcomes by aligning all efforts with your project goals and objectives.

Next Steps

→ Paperwork Signing

Review, finalize and sign the agreement and contract to ensure both parties are aligned on terms, deliverables and expectations.

→ Payment Transfer

Submit initial payment (e.g., commitment fee) as outlined in payment schedule to secure the project and initiate work.

→ Project Alignment

Ensure both parties are aligned on the project's goals, direction, costings, expectations and timelines.

→ Key Stakeholders

Identify the main points of contact and roles for both teams to ensure smooth and seamless processes.

→ Finalize Details

Confirm the scope, deliverables and any immediate actions required before the project formally begins.

→ Kick Off

After the agreement is signed and payment is received, schedule the kick-off meeting to align on project objectives, introduce key stakeholders and confirm the scope and timeline.

thank you

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