

Media Kit



At Motiv Digital, we harness the power of digital innovation to create tangible, impactful change for our partners. Our work is not just about technology, it's about creating meaningful value and driving sustainable growth in the digital age.

Clark Lai

CEO, MOTIV DIGITAL

Who We Are

Founded in 2015, **Motiv Digital** has been at the forefront of digital innovation, with a track record of success that has delivered over **\$1.5 billion in new business value, acquisitions, and IPOs**, to a wide range of clients. The company prides itself on a unique approach to venture building, encompassing product development, commercialization, and integrated services that have culminated in award-winning projects.

Serving an extensive and diverse clientele including **Alberta Golf, Establishment Labs, and Unilever**, Motiv Digital has made a lasting impact. Its technical prowess and innovative problem-solving abilities have won accolades from clients, such as **Nutrimeals CEO Sam Hale, who credits Motiv Digital as a “foundational part” in their company’s growth**. The quality of Motiv Digital’s work has also been recognized by prestigious institutions, winning them



awards from the **Germany Design Award, The Webby Awards, w3 Awards, and others**.

As Motiv Digital looks to the future, the firm’s strategy involves a **focused exploration of digital innovation, enhancing its systems and processes to deliver sustaining value**. By embracing technological trends, **Motiv Digital helps its clients navigate the digital landscape, improving business processes, customer experiences, and launching new business models**. This positions Motiv Digital as a strategic partner for businesses looking to leverage the opportunities of the digital age.

Motiv Digital is a part of Motiv Innovation Group – an innovation collective driven by our desire to bring about meaningful change and make the world a better place.



What We Do



Ideation and Concept Development

Innovative ideas and concepts are generated through rigorous market research, trend analysis, and industry expertise. A close collaboration with clients refines these ideas, transforming them into compelling business propositions.



Product Development

Expertise in technology development and user experience design supports clients in building high-quality products and services. From prototyping to iteration, the highest standards of innovation, functionality, and user satisfaction are upheld in the final product.



Operations and Scaling

Clients are assisted in establishing efficient operational processes and systems to support scalability and growth. From talent acquisition to organizational structure design, guidance is provided to ensure smooth operations and a solid foundation for expansion.



Business Model Design

A partnership approach to designing robust business models aligns with client objectives and capitalizes on market opportunities. Through comprehensive market research and strategic planning, the viability and scalability of the venture are ensured.



Go-to-Market Strategy

Comprehensive go-to-market strategies encompass target audience identification, marketing plans, sales strategies, and distribution channels. The goal is to establish a strong market presence and drive rapid adoption of the venture's offerings.



Ongoing Support and Mentoring

Commitment extends beyond the launch of the venture. Continuous support, mentoring, and strategic guidance are provided as clients navigate the challenges of scaling and further development. A network of investors and industry connections are leveraged to facilitate subsequent funding rounds and partnerships.



Leaders

Clark Lai

CO-FOUNDER AND CEO

A pioneer in harnessing innovative technologies for business growth, having led Motiv Digital to generate over \$1.5B in new value for clients, illustrating his unrivaled skill in spotting high-value opportunities and creating sustainable, growth-oriented business models.



Mariya Besedina

CO-FOUNDER AND COO

A recognized leader in digital innovation who has guided Motiv Digital to multiple international accolades for strategic, creative, and technical excellence, emphasizing her profound insight into building systems for sustainable growth and long-term business value.



Brand Guidelines

Logo Usage

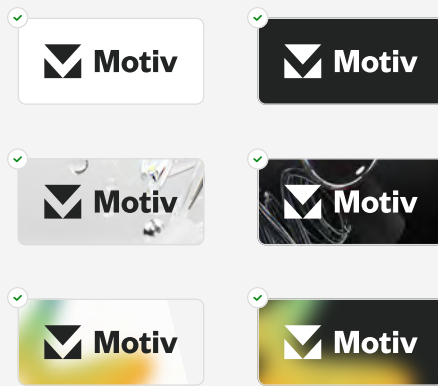
The following outlines the correct and incorrect usage of both the Motiv Digital and the Motiv Group logo. Use the following guidelines to select a logo variation for your use case:

- When working with a dark background, use a light logo.
- When working with a light background, use a dark logo.
- When working with a photo or textured background, select a logo that is most legible.
- When referencing Motiv Digital use the Motiv Digital logo and when referencing Motiv Innovation Group use the Motiv logo

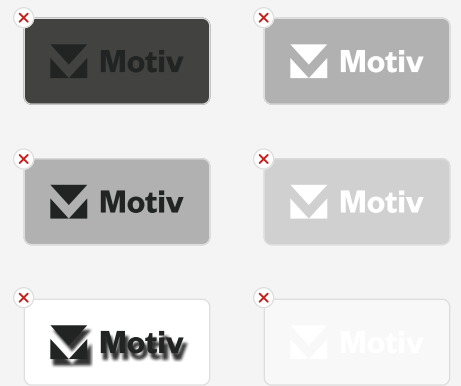
Logos



Correct Usage



Incorrect Usage



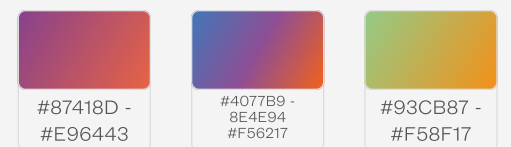
Colour

Our primary colour palette makes up the majority of the overall colour usage. Gradients are used to add visual interest.

Primary Colour Palette

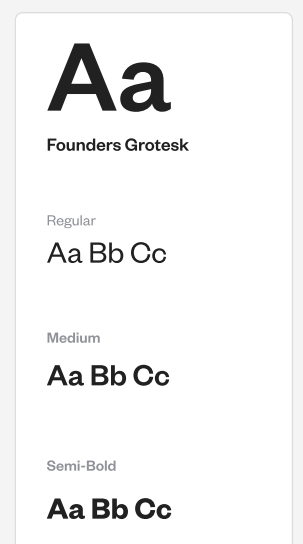
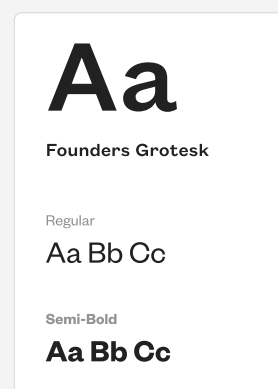
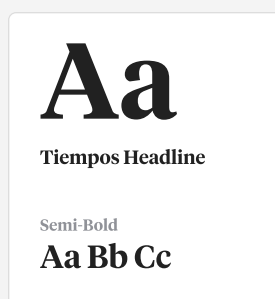


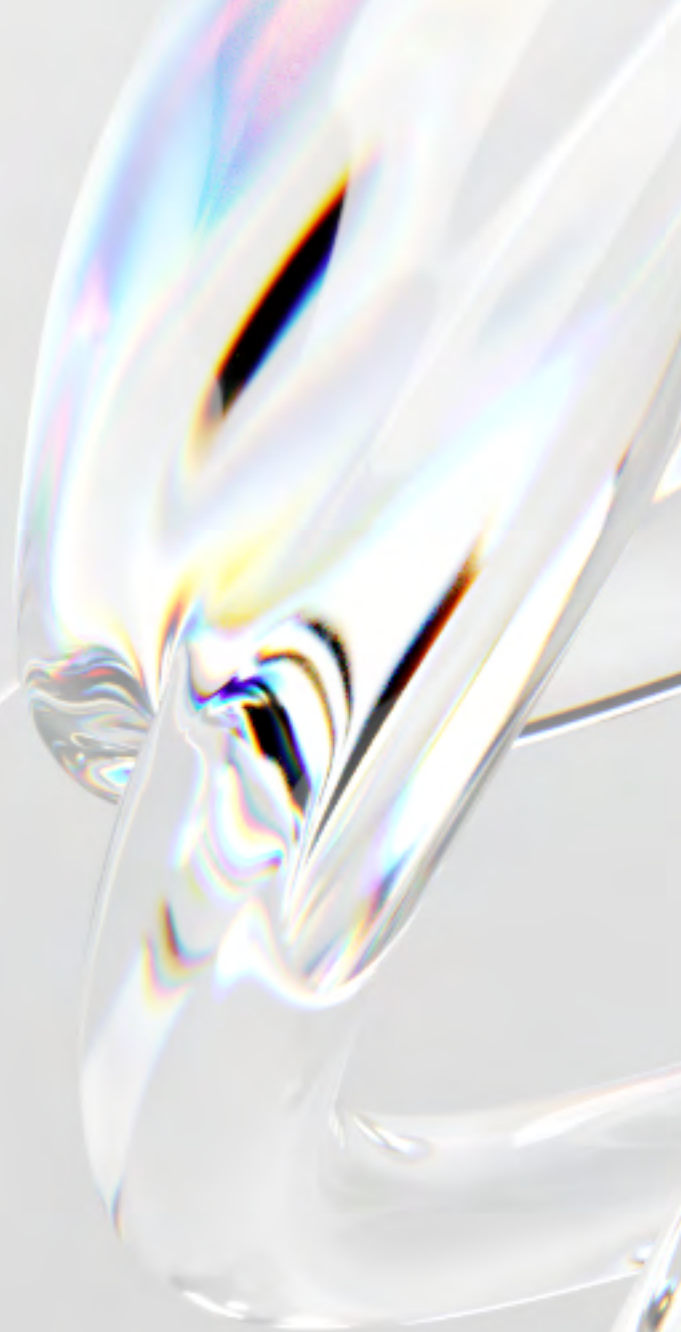
Gradient Colour Palette



Typography

Tiempos Headline is used for our large display text, Founders Grotesk is used as our secondary display text, and Founders Grotesk Text is our smaller body text. If our typography is needed, please contact us using the press email for the font files.





**Contact us for
press inquiries at:**

press@motiv.digital