



**We are a full-service creative agency  
focused on diversity and women-led ideas**

*Amplifying positive frequencies and social impact*

# WHAT WE DO

## We work with brands to amplify positive frequencies

Our mission is to bring to life conversations around diversity, women-led ideas, and social impact.

We empower brands to create positive impressions in the minds of consumers. Shifting brand perceptions and inspiring audiences into action.



# WHO WE ARE



## YULIA LARICHEVA



Yulia is an Entrepreneur with a love of storytelling, social impact, and tech. A global citizen whose [career](#) is as diverse as her background, she is a champion of women & diversity-led ideas.

Yulia [worked in NYC ad agencies](#) for the past ten years as a Digital Creative Director. A member of SAG/Aftra who studies on camera with Bob Krakower and drops in at UCB to do improv.

Her podcast interview skills were honed at 91.1 WFMU, the college radio station at UMass Amherst.

In '99, she co-founded her first tech startup [artsymag.com](#), paving the way for [artsy.net](#). Before launching [Dream Nation](#) Yulia was the Co-Founder of Fund Dreamer. A global crowdfunding platform promoting women and diversity-led ideas.

## INNA ULANOVA



Inna is an Experience Architect, Market Researcher and Strategy Director passionate about nutrition, tech and travel. An entrepreneur with a [career](#) that continues to bring impactful strategy to any initiative.

She started her career in the arts and Psychology, however transitioned to the business end of things in 2011 after receiving her MBA in the UK.

Inna founded [Small Meet Large](#), a strategy consultancy focused on mobilizing smart ideas, from small to large, through actionable strategy and experience design, as well as [TBA](#), an experiential agency focused on transforming brands through the art experience platform.

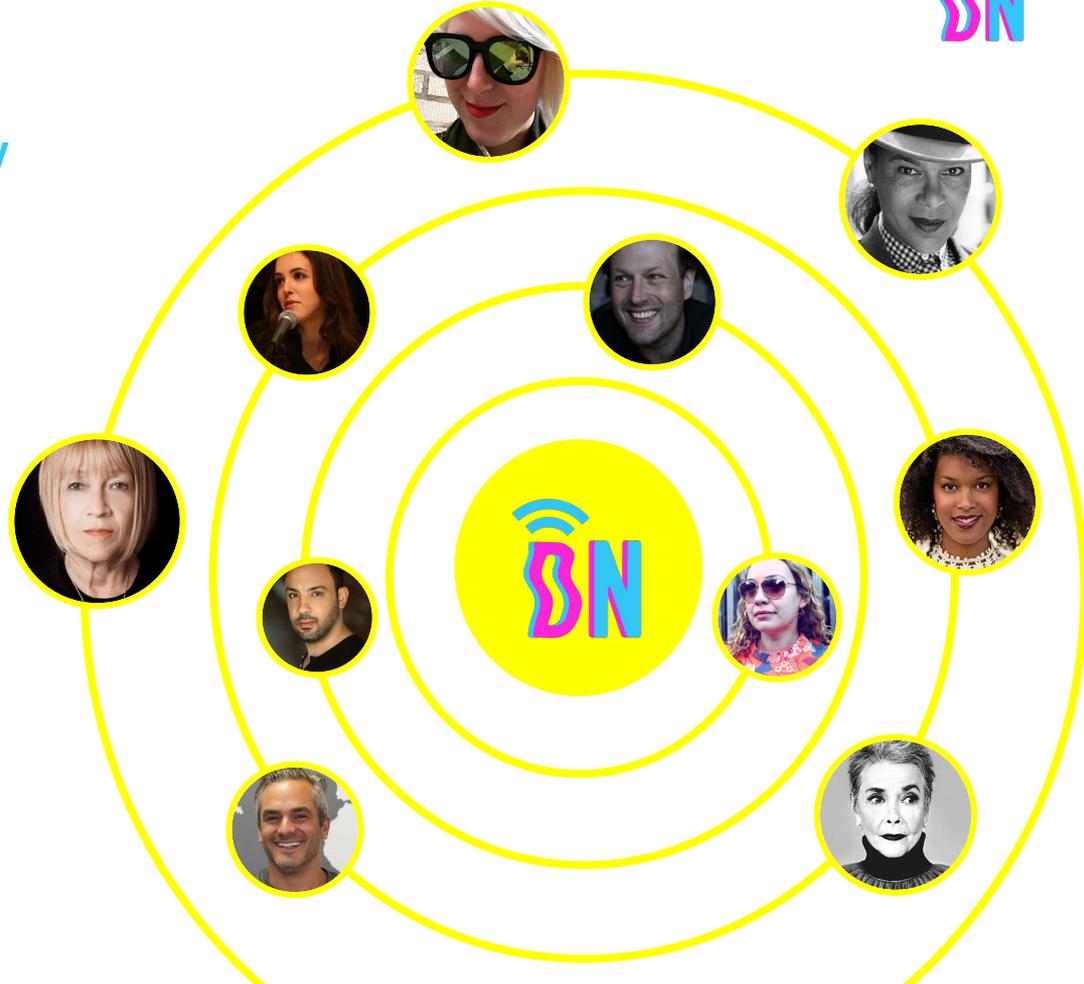
# WHY WE DO IT

The first women-led creative agency promoting diversity, social impact, and female empowerment

We created Dream Nation to empower and inspire diverse voices.

We work with brands who want to create original and authentic content, experiences, and opportunities.

We amplify voices and stories to help break the echo chambers in society and inspire viewers and consumers, to become participants and creators.



# HOW WE DO IT



## Amplification Engine for Diversity and Women Empowerment



### AD AGENCY

#### ENGAGE

We offer creative services including design, digital and experiential collateral, strategy, branding, and social marketing services



### PODCAST

#### LISTEN

We work with brands to create original campaigns and content along with mid and pre-roll spots



### EXPERIENTIAL

#### CONNECT

We create activations ranging from small events to large festivals

# OUR CLIENTS



## Brands that care

We work with brands that want to create social impact



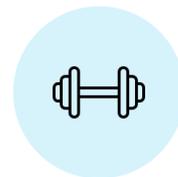
BEAUTY



WELLNESS



TRAVEL



FITNESS



TECH



NON-PROFIT

# OUR PROCESS



## A full-service creative agency



### DISCOVERY

Audience Insights  
Market Research  
Workshop Formation  
Focus Groups & Interviews



### HYPOTHESIS VALIDATION

Run Workshop  
Develop Frameworks  
Define Objectives & KPIs



### STRATEGIC PLANNING

Brand Story  
Experience Design  
Communications Plan  
Marketing Strategy



### CREATIVE

Concepting  
Design and UX/UI  
Art Direction  
Social & Video



### PRODUCTION

Project Management  
and Execution  
*We work with vendors that  
provide all event resources*



**DREAM NATION**  
**CREATIVE AGENCY**

# Hedy Lamarr Project with Susan Sarandon's Documentary team

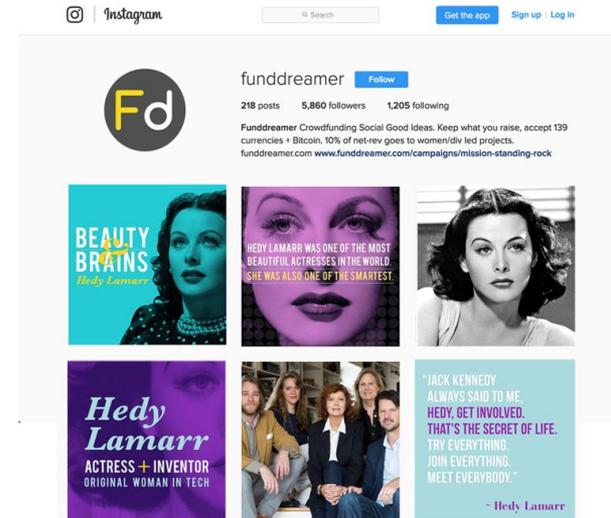
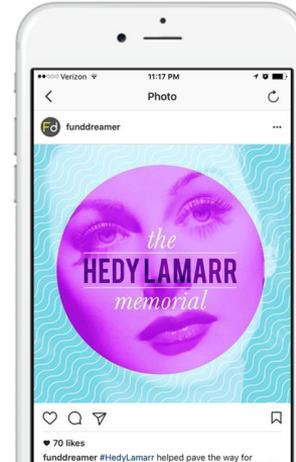
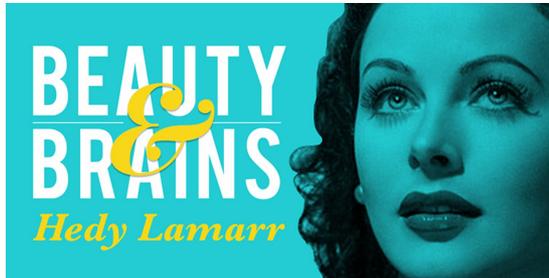
Reframed Pictures reached out for help crowdfunding \$9k for a graveside memorial for Lamarr. In the 1940s, Hedy Lamarr was a household name. In 2017, many were unfamiliar with her life story.

## CHALLENGE

The challenge was to get people to care about a deceased actress and donate to her memorial. We created a campaign to drive awareness towards Lamarr's inventions, and get the memorial funded through a large social media initiative.

## RESULTS

- Twitter #hedylamarr mentions went up by 870%
- Instagram #hedylamarr mentions went from 217 to 14,929
- On Facebook the campaign was shared 7,101 times



The logo features the text "DREAM NATION" in a bold, stylized font with a pink-to-blue gradient and a drop shadow. Above the letter "D" is a blue wireless signal icon. Below "DREAM NATION" is the word "PODCAST" in a solid blue, sans-serif font.

**DREAM NATION**  
PODCAST

# Dream Nation Podcast

The podcast comes out once a month. Extra episodes are published in between. On the show, Yulia interviews Creatives and Entrepreneurs about how to turn your dreams into reality. The conversations are around dreams, funding, diversity, startups, social impact, and women empowerment.

## RESULTS



### iTunes Preview

Overview Music Video Charts

#### Dream Nation

By Dream Nation

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.

#### Description

This podcast features interviews with people who are making the world a better place. The discussions offer ideas for creating a better society. Discussions are around tech, social good, diversity, women, STE(A)M, funding, sustainability, entrepreneurship, and life. Amplifying the conscious frequencies on planet earth. Be the light, spread the light.

Name	Description	Released	Price
1 9: Ingrid LaFleur: Artist/C...	LaFleur is focused on ...	5/7/2017	Free
2 8: Betty Halbreich: Sage/P...	Betty has worked at Be...	3/31/2017	Free
3 7: Sarah Krueger: Journal...	An. An. An. An. An. An. An.	3/25/2017	Free

[View in iTunes](#)

## Listeners also subscribed to

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- Revisionist History** Malcolm Gladwell /... [View in iTunes >](#)
- Radiolab** WNYC Studios [View in iTunes >](#)

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### dreamnationlove

56 posts 164 followers 738 following

DREAMNATION Podcast by @yulianyc good vibes | Dreams | Diversity | Tech | Women | STE(A)M | Crowdfunding | Social Good | DreamNation.io | [Earth itun.es/us/VCSjfb.c](#)



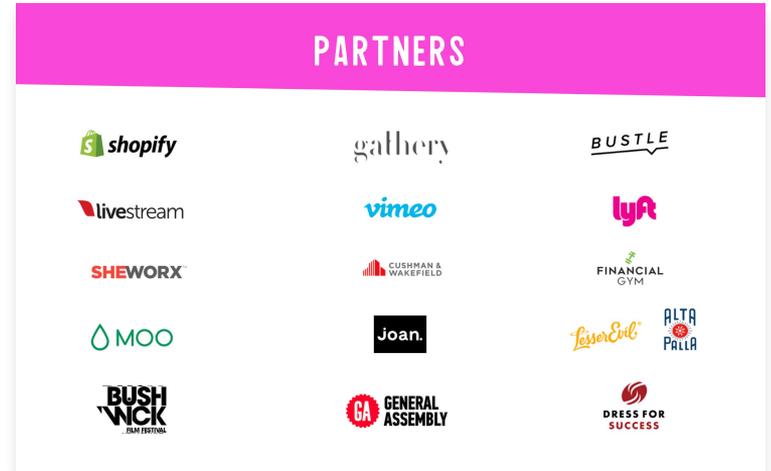
**DREAM NATION**  
**EXPERIENTIAL**

# Dream Nation creates events for mentors, dreamers, and doers

Dream Nation events bring together a community of Creatives, Entrepreneurs, and Investors focused on Social Impact.

Our events highlight women and diversity-led ideas – since they have a harder time getting funded. We organize panels, pitches, speakers, and workshops to help people develop, promote, and fund their ideas.

Here is a list of brands who understand and share our mission. We know them and have good relationship with their team.



## LOCATION - BUSHWICK

455 JEFFERSON ST, BROOKLYN, NY 11237

The festival take place be on floors 5, 6, + rooftop.



## EVENT DESIGN

WE'RE WORKING WITH THE gathery

The team designed both 29 Rooms (Refinery 29) + Girlboss Rally Events.

29 ROOMS (REFINERY 29)



GIRLBOSS RALLY (SOPHIA AMORUSO)



## ABOUT

MANY DON'T HAVE THE TOOLS TO BUILD THEIR DREAM



don't know where to start their dream



have great ideas, lack access to networks, mentors, and investors



most creatives are not business focused, and most business people are not creative

DREAM NATION GIVES PEOPLE TOOLS TO BUILD THEIR DREAMS AND CREATES A GLOBAL NETWORK

# Our "In-A-Box" Festival for Dreamers

Our Dream Nation Festival is an "In-A-Box" concept, packaged and ready to go for any brand that would like to sponsor an event around social impact, diversity and empowerment, particularly for creative entrepreneurs. We can modify the content and work with you to create a unique experience.

Here is an example of our dreamer 3 day agenda

## SEPT 8 AGENDA

### FILM FESTIVAL NIGHT: FLOOR 5

In partnership with Bushwick Film Festival + Rooftop Films.  
Screening short films by women and diversity-led directors.

- 7pm** Networking + Cocktails.
- 7:30pm** Panel discussion led by women and diversity directors. The topic is how can we create more opportunities for diverse storytellers.
- 8pm** Short films are screened.
- 10:30pm** Light networking
- 11pm** Close



## SEPT 9 AGENDA

### DAY EVENT: EXPERIENTIAL STAGE - FLOOR 6

- 8:30 - 10am** "Room full of Dreamers" (activity for *The Glint* / DxLabs and Damian Madray) \*Intimate discussion on design, culture and futurecasting / Group Experience / *The Glint* aims to get into their heart space / workshop is about getting into head space.
- 12pm** Workshop - Heather Fink Provides Background on her career and runs workshop on "How to fund, create, and distribute films."
- 2pm** Taylor Swope: CEO of Little Hippie runs talks about "How to run a creative business."
- 3pm** Rachel Sklar and *thelists*. Topic TBD
- 4pm** Afternoon Hands-on Workshop - NYC.GOV or SBA.gov "How to Build a Business Plan" Workshop.
- 5pm** TBD
- 6pm** Munchies
- 6:30 - 7pm** TBD: Augmented Fashion Show with Dress for Success and Kate Spade. We partnered with Dress for Success since it's a great global organization that helps women achieve financial independence. Kate Spade is a brand for quick, curious, playful, and strong women. We designed the fashion show to promote the wonderful work that both companies do when it comes to empowering women. The Augmented Technology in the fashion show enable people to purchase the Kate Spade pieces right off of the models on the runway.

## SEPT 9 AGENDA

### DAY EVENT: MAIN STAGE - FLOOR 5

- 8:30 - 10am** Meet & Greet with Festival Creators and Speakers. Possibly have a DJ to add some music. Working on having a light breakfast to kick off the morning courtesy of Thrive Market and a GIF Photo Booth courtesy of Lyft. The event tag is #DreamNation2017.
- 10am** Mingle + Network with your local business communities - explore the booths, ask questions, and see how you can get engaged. Shopify Swag Booth, Financial Gym, Bustle Booth, General Assembly Workshop Sign-up Booth, etc.
- 11am** Discussion Panel: How to launch your business without quitting your day job. SheWorx, Yulia Laricheva give you practical skills on how to get your idea off the ground while working a day job.
- 11:30am** Lisa and Jaime from Joan Creative: *The created Joan, the first ad agency run by women*. How to create authentic brands.
- 12-1pm** Lunch Break. Caterer.
- 1pm** Presentation - General Assembly speaker: "Digital marketing 101."
- 2pm** Presentation - Shopify speaker: "How to launch an online business."
- 3pm** Presentation - Victoria Black + Briana Auel: *Graphic Designers*. "Design Panel. How to create and recognize great design."
- 4pm** Presentation - Masha Drokova: *PR Studio Founder + Angel Investor*. "How to figure out what you love"
- 5pm** Discussion Panel - Steff Bane Carrey: *Group Creative Director of DDB North America*. "The power of words when building a brand."



**DREAM NATION**  
**THANK YOU**

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