



Merton Way

5 RADICAL WAYS TO MAKE
YOUR NEXT PROJECT

THE
BEST
project
(YOU WILL EVER
WORK ^{ON})

MERTONWAY.COM

RADICAL IDEA #1

TRUST
THE
TIMING
OF
YOUR
LIFE

STARRING

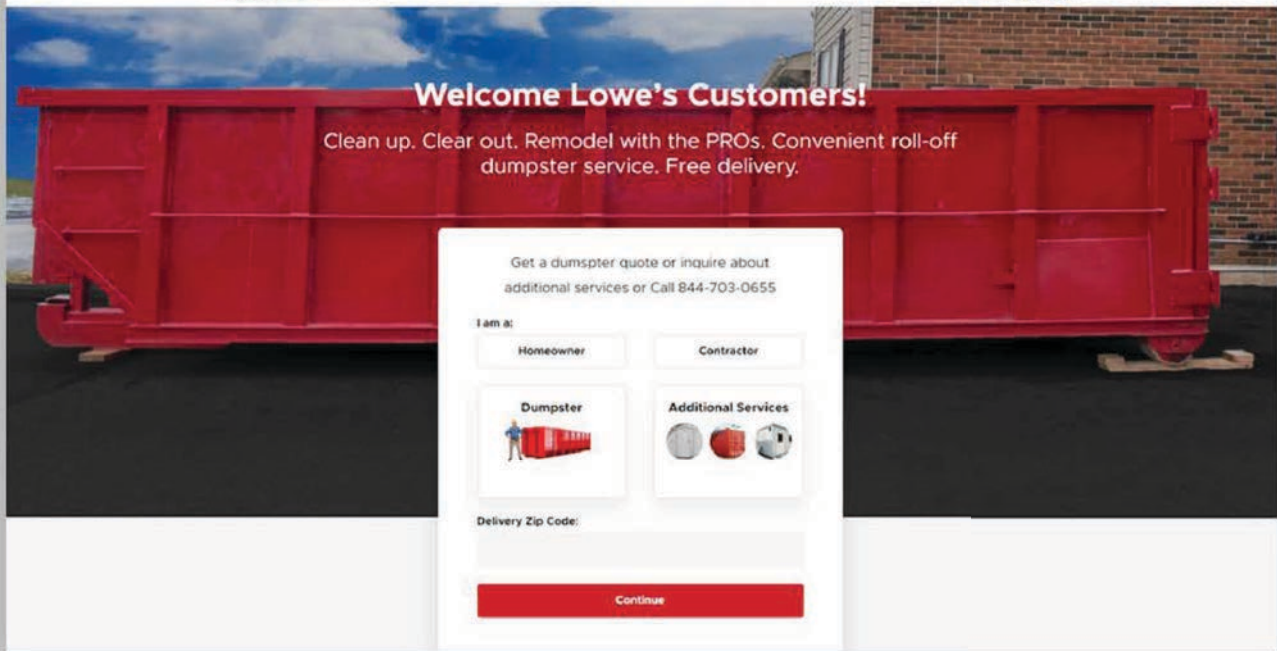


Ecommerce

UX/UI

Branding

Content

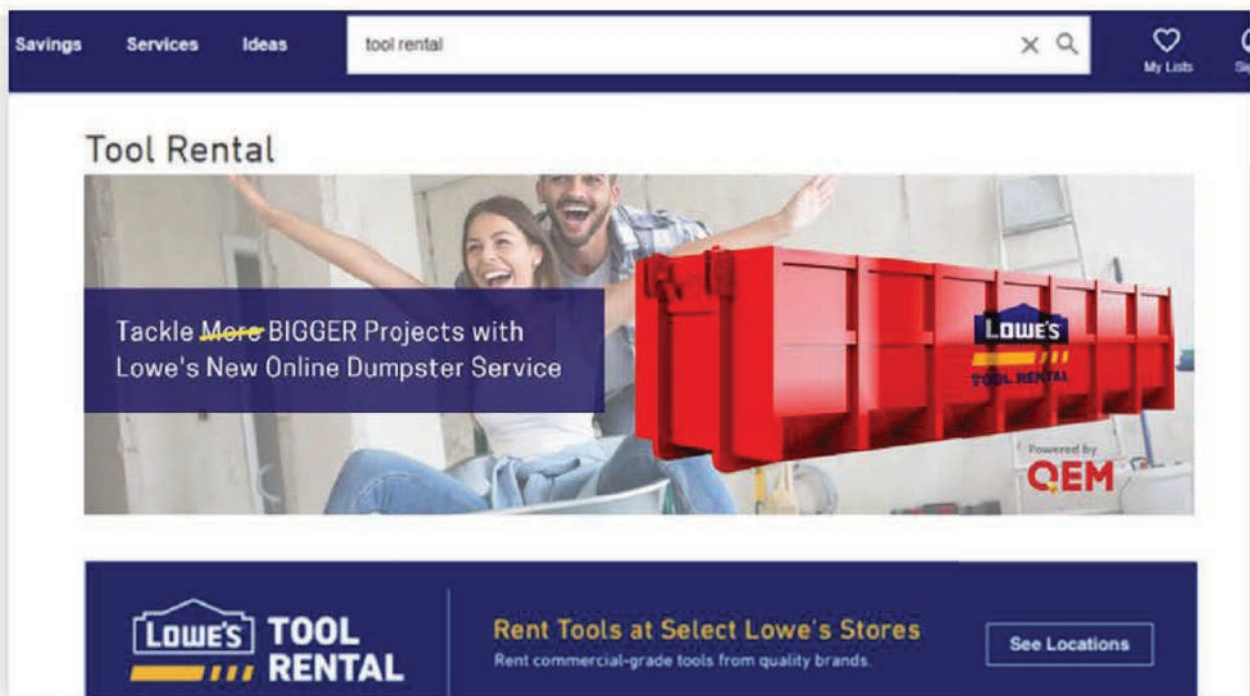


Lowe's and Quality Equipment Management had a (radical) idea. With so many homebodies remodeling their home offices, what if...

- You could tackle big jobs.
- All things great and small got scheduled online.
- Home improvement was turnkey.

And so, lowes.goqem.com was born. We built the site in Laravel, wrote the copy, and helped the new business partners integrate and launch.





NEW! ONLINE DUMPSTER SERVICE
SERVICIO DE CONTENEDORES DE BASURA EN LÍNEA



CLEAN UP. CLEAR OUT. REMODEL LIKE A PRO.
LIMPIAR. DESPEJAR. REMODELAR COMO UN PRO.

PICK-UP & DELIVERY INCLUDED
ENTREGA Y RECOGIDA INCLUIDAS

Get started at
lowes.com/goQEM

Powered by
QEM Quality Equipment Management



LOWE'S TOOL RENTAL  **SCAN ME**

POINT OF SALE & ENVIRONMENT

Launching with Lowe's does not stop with a fancy-pants ecommerce engine.

We created online banners, in-store banners, A-frames, handouts, and training materials for the associates.

"Build it and they will come" is not in our vocabulary.

RADICAL IDEA #2

WHEN
THINGS
Change
INSIDE you.
things
CHANGE
AROUND
you

S T A R R I N G



Strategy

Branding

Web Development

Content

SEO



Ecommerce is going headless. Headless means you want a platform that is modular and open to integrations.

Shopizer is the greatest story never told in ecommerce. Born of one developer's passion for open source and online shopping systems, this brand is both.

We rebranded. We tweaked the founder's logo, and introduced a (radical) new look that conveys the spirit of the brand.

A screenshot of the Shopizer website landing page. The page has a clean, modern design with a white header and a large orange and blue hero section. The hero section features the Shopizer logo, a navigation menu, and a central graphic of a blue speech bubble with the word "shopizer" inside, surrounded by icons for various ecommerce channels. Below the hero section is a "Core functionality" section with a woman sitting on a laptop, and a "Dashboard" section with a gear icon and a line graph. The footer is a solid blue color with white text and icons.

shopizer

Product Services Developers About Support GET v3.0.1

Headless commerce

Go headless with Shopizer. Simplify ecommerce complexities and costs with proven open-source ecommerce software.

TRY IT FREE!

WEB MOBILE SOCIAL MARKETPLACE WEARABLE VOICE

Core functionality

Built by developers for developers, Shopizer's architecture and out-of-the-box features include a dashboard, API and decoupled presentation layer. Plus, our roadmap means features keep on coming—directly from the voice of our user community.

- Simplify global ecommerce
- Custom carts and experiences
- Product configuration made easy
- Unlimited product attributes
- Localize languages and currencies
- Small footprint, cloud or on-prem

Dashboard

Start your day on the Shopizer dashboard. Centrally manage your products, services and transactions.

Shopizer

An open-source headless ecommerce platform that unifies all your online brands and channels.

TRY IT FREE!



Open-source headless commerce

Explore the ways you can put Shopizer to use. Multi-channel, multi-warehouse, multi-language, multi-currency—Shopizer can do it. One instance can manage all your stores and channels.

Headless

Multi-site

Marketplace

B2B



Backend beauteousness

Manage any number of storefronts on one instance of Shopizer. Modern Java framework and toolkit connects your catalogs using a REST API.

Frontend flexibility

Customize shopping experiences. Shopizer decouples the presentation layer. Create your own storefronts or use our templates or themes.



Dear Developers

"Wow" your e-business. Geek out with dynamic pricing engine, Open Search indexing or running on Kubernetes. Just

Stacked in your favor

HIBERNATE spring Java Drools OpenSearch TS TypeScript

Try it, you'll like it

Join our growing community of 800+ Shopizers. Download for free. Get started with a few command lines.

TRY v3.0.1



Modern, flexible and fresh

Shopizer's future is driven by our community, who live and breathe headless commerce. Go with a platform that is ready for prime time and listens to its users.

You're in the front row for the future of ecomm

Ecommerce is going headless. Shopizer is your low footprint, low resource solution. Design your systems to serve the business you have today—and want tomorrow.

Utility on one platform

Front-end freedom

Vue storefront or build your own

Work from a central dashboard

Deploy on-premise or on the cloud

Natively decouples presentation layer

Integrates payments, shipping, CMS, and more

Create custom events and promotions



Open source, ready for business

Consulting services

New-ish to headless?

Discovering where to begin? We can help you understand the benefits of headless commerce and how to get started.

Implementation

Get started with a headless commerce solution. We'll help you understand the benefits of headless commerce and how to get started.

Integrations

Get started with a headless commerce solution. We'll help you understand the benefits of headless commerce and how to get started.

Training

Get started with a headless commerce solution. We'll help you understand the benefits of headless commerce and how to get started.



Shopizer Jumpstart

- ✓ Fast-track with this one-time package
- ✓ 4 hours of senior developer services
- ✓ Plus, 15-minute consultation
- ✓ Services tailored to your needs
- ✓ Expert help with set-up, training, integrations

US\$800.00

..... SAVE \$200
4.25 hours

JUMPSTART

Shopizer On-demand

- ✓ 1-hour blocks with senior Shopizer developer
- ✓ Problem-solving or extra hands-on deck
- ✓ Extra 15-minute, upfront consultation
- ✓ Ideal for implementing new features or troubleshooting

US\$225.00

1.25 hours

ON DEMAND

Dashboard

Start your day on the Shopizer dashboard. Centrally manage your products, services and transactions.

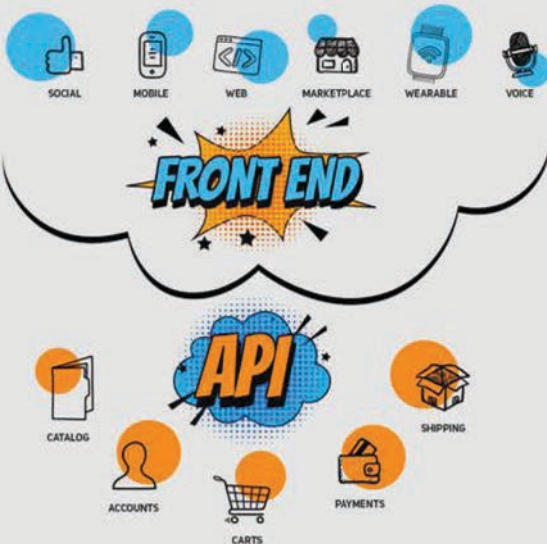


Modular

Develop using building blocks. Create apps based on Spring. The possibilities are endless with our scalable, security-rich architecture.

Ready to use

Shopizer comes ready for primetime—whether you are using its blocks or building an end-to-end headless ecommerce solution.

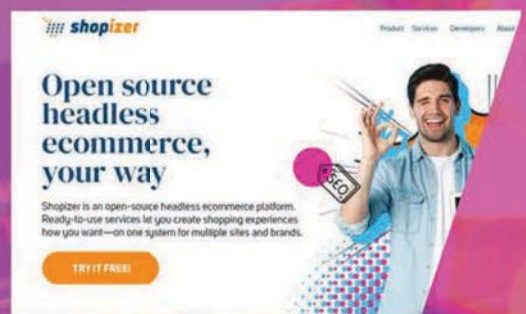


Custom services and support

Learn more about professional services and support. Work directly with Shopizer experts.

Get regular custom support starting at \$900

LEARN MORE





Brand Guidelines 2022

Version 1.0



overview

Brand strategy

our plot

Shopizer empowers ecommerce leaders with the most scalable platform. By listening to the market, we produce new capabilities that help them to stay ahead of the curve.

our message

Shopizer is a proven, open source ecommerce platform. Our customers can deliver market-leading customer experiences while leveraging more channels and partners in their go-to-market strategy.

our position

We are the innovators of a leading-edge open source ecommerce ecosystem, designed for visionaries who value a flexible, scalable way to deliver customer experiences across diverse channels.

our legacy brand identity

Shopizer is an **Application** leader. We leverage our deep expertise in ecommerce development to deliver a powerful, proven platform that is community-driven and open source.



Brand Guidelines 2022

shopizer.com

palette

Brand colors

The primary color palette is constant throughout our design and communications. The color hierarchy begins with our logo colors at left. We introduce other colors depending upon the design needs or environment, such as USA/US.



HEX
#F8B813
RGB
248, 182, 19
CMYK
0, 43, 90, 3



HEX
#014874
RGB
2, 83, 115
CMYK
98, 28, 0, 55



HEX
#32B7EC
RGB
50, 183, 236
CMYK
78, 22, 0, 7



HEX
#170612
RGB
23, 6, 18
CMYK
0, 74, 22, 91



HEX
#F202AE
RGB
242, 2, 174
CMYK
0, 98, 28, 5



HEX
#F4F4F4
RGB
244, 244, 244
CMYK
0, 0, 0, 4

Brand Guidelines 2022

shopizer.com

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typography

Primary font

Typography is a powerful ingredient to our brand and must be used consistently. This set of fonts represents the feel of our brand and should be used across all print and web applications. The Sans Italic comprises our logo. The Sans Regular, however, is the primary body typeface and the "go-to" font for our content.

UNI SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Aa

Brand Guidelines 2022

shopizer.com

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RADICAL IDEA #3

BE THE
PERSON
(YOU
WANT TO HAVE
IN YOUR
life)

S T A R R I N G

strip 
or dare

Branding

Consumer Packaging

Strategy

Content

SEO

Social



strip 
or dare

The founder had beliefs and a (radical) idea. Let people be true to themselves sexually. Help people explore and express who they are in a fun, safe, honest way.

Strip or Dare was born. We branded, packaged, priced, forecast, and brought stripordare.games to market.



16 PAGES
FULL COLOR

Uniquely Normal booklet included




21+ ADULTS ONLY
PARENTAL
ADVISORY



21.9%



**you're never
too old to
strip 
or dare**



40-49

50+

LGBTQ

³⁰ "Gay Men in Open Relationships," <https://www.thegaytherapycenter.com/gay-men-in-open-relationships-what-works/>



RADICAL IDEA #4

— THE —
FUTURE
IS YOUR
*Moti-
vation*

STARRING

VCU

Strategy

Content

Graphic Design



To market their technologies to private sector companies and investors, you need to put that (radically) special sauce into plain language. We teamed with geniuses to help VCU get cool R&D to market. By researching, and bottling their devices, cancer treatments, and solar panels, they found new homes.

Opioid Abuse and HIV



Vanderbilt University
Gateway
*One of the Most Important
to Research and Innovation*

Dual-targeting bivalent ligands

A novel treatment method for neurological disorders

Opioid abuse and HIV have been described as intertwined epidemics. A new study has found that the increased risk of opioid abuse among HIV/AIDS patients appears to result in greater neurological complications, making it a serious public health issue. Of the 1.5 million people in the United States living with HIV infections, it is predicted that more than 50% of them experience some associated neurological condition. These conditions are collectively referred to as neuroAIDS. One of the most common forms of neuroAIDS is neurocognitive impairment and is thought to be the result of disruption between the mu opioid and CXCR4 receptors. OXU researchers have developed a bivalent ligand which can be used to study this biological and pharmacological process.

Thetechology

The developed bivalent ligand contains two distinct pharmacophores: Interacting through a spacer, one of which will interact with the mu opioid receptor and the other with the CXCR4 receptor. This allows the molecule to serve as unique basis for studying the function of disruption between the mu opioid receptor and the chemokine CXCR4 receptor in neurological disorders. Additionally, if used as they separate, these specific could help to avoid drug-drug interactions, which would result from using two separate pharmacophores to target each receptor.

Various types and lengths of linkage have been tested with these ligands. Results show that the overall reaction rates to prepare these ligands are convergent and efficient with moderate to good yields.



Figure: Bivalent opiate/cannabis agonists are prepared by both the mu-opioid and CXCR4 receptor pharmacophore L&R respectively

Benefits

- Treats neurocognitive pain
- Breaks through the blood brain barrier
- Reduces drug resistance
- Convergent and efficient development processes

Applications

- Characterize interaction between mu opioid & CXCR4 receptors
- Treatment for neurodegeneration

- Neuro AIDS
- Neuropathic pain
- Neuro-degeneration
- Dementia

Patient status:

Phase I studies (n=1) and longer-term studies are available

Licensed status:

This technology is available for licensing to industry for further development and commercial application

Contact:

Kenneth Tsai
Senior Tech.
Tel: 615-343-1219

Inventors/creators:

Tao Zhang, Kenneth Tsai,
Nathan Wilson, Ph.D.

Contact us about this technology

Margaret A. Winger, Ph.D.
Director of Commercial Affairs
mawinger@vanderbilt.edu
(615) 343-8700

RADICAL IDEA #5

TREAT
Yourself

Strategy

Branding

Ecommerce

Graphic Design

Web Design

Social Media

Campaigns

SEO

SEM

Content

Fractional CMO

Fractional Marketing Department

mertonway.com/services

RADICAL PERFORMANCE



I have very little experience marketing,
and they were able to show me a wide array of options.
I learned a lot! Well worth the spend!



Willing to go extra mile to meet the requirement.
Excellent communication. Willing to work with them
on my future projects.



Amazing work.



They synthesized our value propositions and ensured
that our copywriting conveyed those offerings. They
evaluated and improved our Google Adwords campaigns.

We've already seen improvement.

The landing pages look great and have really effective
layouts and wording. On top of the marketing skills,
they have a great handle on modern online business,
the platforms and frameworks we use, and their layouts
and understanding of user-experience has made
them more than a dream to have! Thanks!



Free consult: <https://calendly.com/tim-mertonway/15min>

EVEN MORE RADICAL...



Merton Way is so much more than your average marketing agency.

Tim and his team not only bring a high-level of expertise and knowledge to the table, but do so by providing a wonderful experience throughout the entire process. Working with Merton

Way will leave you feeling confident from the start, knowing that Tim and his team have your best interest in mind.

Looking forward to continuing work with Merton Way!



Merton way is a one of a kind. They are the most knowledgeable and insightful marketing agency I have had the pleasure of working with. Merton Way and I will continue to work on a long-term basis together for as long as I can!

You will be shocked by the value and expertise that Tim and the team will bring to your business. Thank you for all that you have done for me so far!



Fantastic company. I have worked with Tim and his team on many projects. He brings a depth of knowledge and the distinct ability to break down high level strategy into understandable steps.

Happy to continue work with Merton Way!



They are patient and kind and loving and the best friends a dog could ever, ever have.

- Penny, house dog



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JOIN THE RADICALS



Free consult: <https://calendly.com/tim-mertonway/15min>

ASK ABOUT OUR RESEARCH-BASED B2B BRANDING SYSTEM



Legacy Branding is a proven system for B2B branding, positioning, and sales messaging. Implemented at 60+ B2Bs, it is the only model that can embed your brand into your culture.



Free consult: <https://calendly.com/tim-mertonway/15min>

(RADICAL)
THOUGHT...LET'S
TALK F2F ON ZOOM.



in

/IN/TIMGILBERT

.....

HOW CAN WE RAMP UP SALES?
DO THE BRAND & MESSAGE HIT HOME?
WHO CAN PUT WHEELS ON MY VISION?



CONTACT

TIM@MERTONWAY.COM

WWW.MERTONWAY.COM

[THIS PAGE LEFT
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FOR YOUR NEXT
RADICAL IDEA.]

PENNY
FOR YOUR
THOUGHTS.



CONTACT

TIM@MERTONWAY.COM
WWW.MERTONWAY.COM