



ASHFORDS CONSULTING

# Transformative Solutions, Simplified.

Ashfords.org delivers innovative expertise to craft, scale, support and optimise your business, turning visionary ideas into impactful realities across technology, media, and data landscapes.



# Data Solutions

We can help empower your organisation to unlock transformative insights through tailored data strategies, ranging from metadata design and real-time integration to error mitigation, all designed to drive enterprise success.



Pipeline design & deployment



Data analysis & schema design



Data cleaning processes



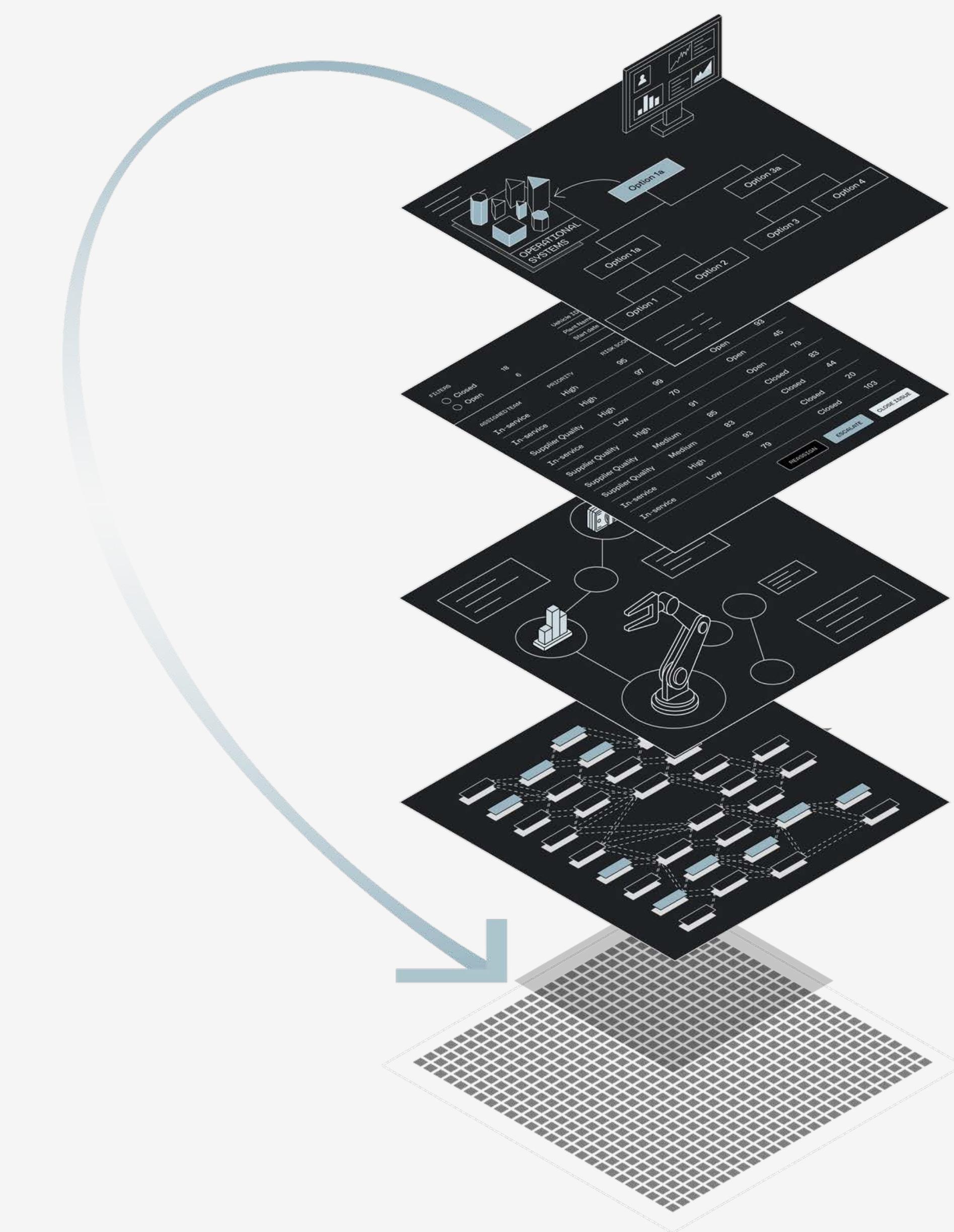
Multi-library data matching



Error detection & resolution



Metadata tagging & enrichment

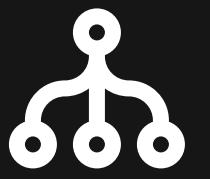


# AI & ML Innovation

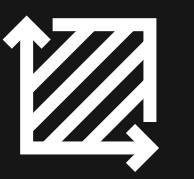
Our expertise enables your organisation to achieve operational agility with advanced AI solutions, from large language models and optimised data pipelines to responsible frameworks, all crafted to deliver transformative insights.



Large language  
models



Data pipeline  
optimisation



AI strategy  
blueprints



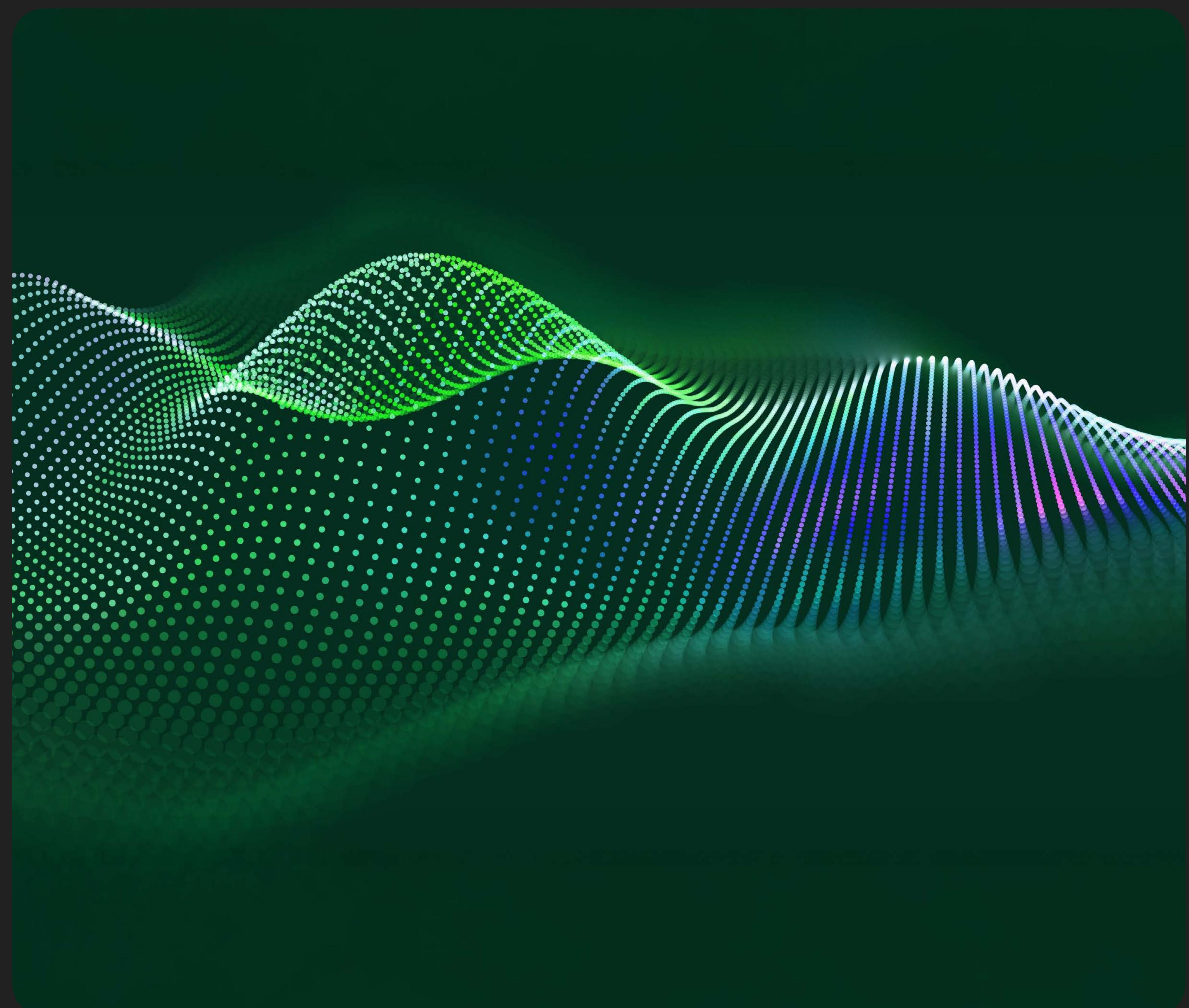
Responsible AI  
frameworks



Computer vision  
solutions



Enterprise AI  
integration



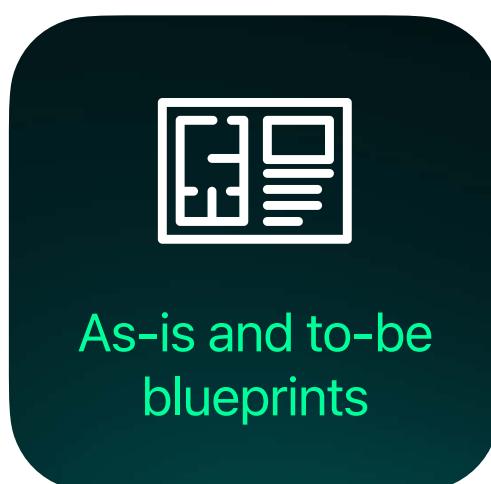


# System Design

We can support your organisation in optimising operations through illustrations and resilient cloud architectures, from scalable system designs and strategic blueprints to automation, all tailored to fuel ambitious digital transformation.



Scalable cloud architectures



As-is and to-be blueprints



Integration strategy & analysis



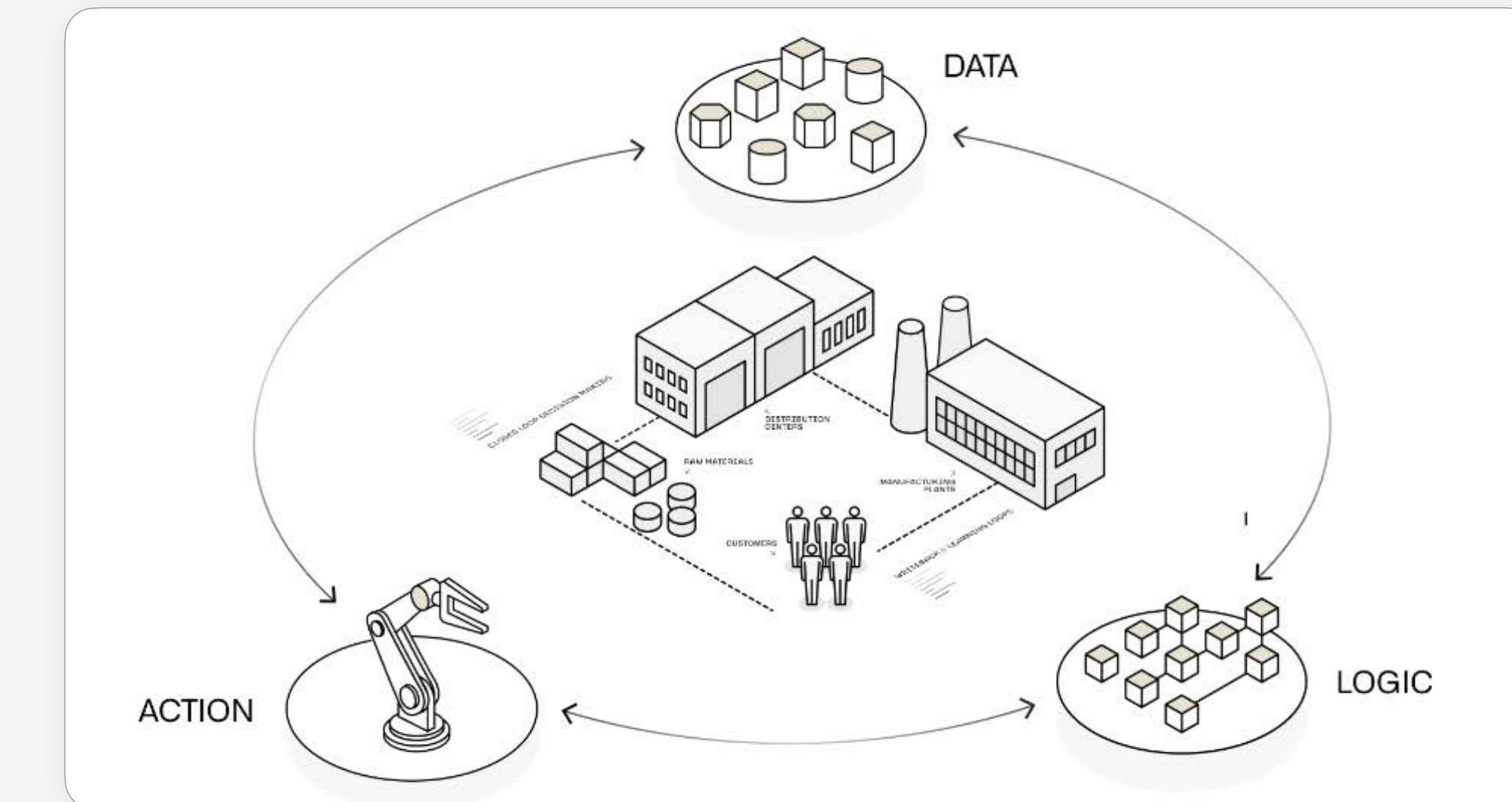
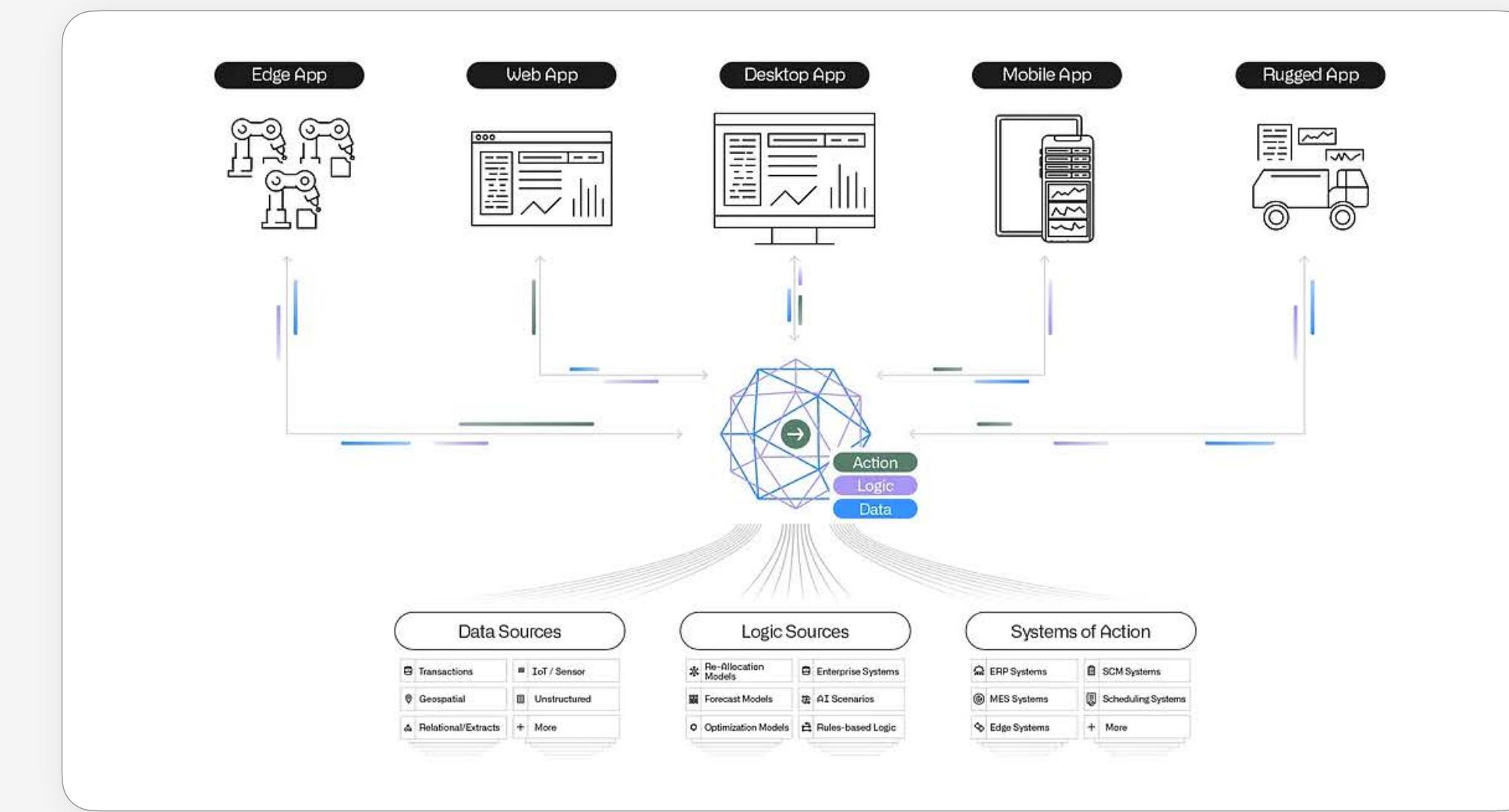
Digital transformation



Solution architecture



Legacy system modernisation

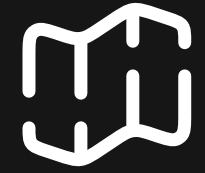


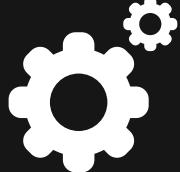
# Process Optimisation

We can help your organisation streamline processes with innovative system integrations, from automated workflows and cloud migrations to performance monitoring, all aimed at enhancing operational efficiency.

 Workflow efficiency audits

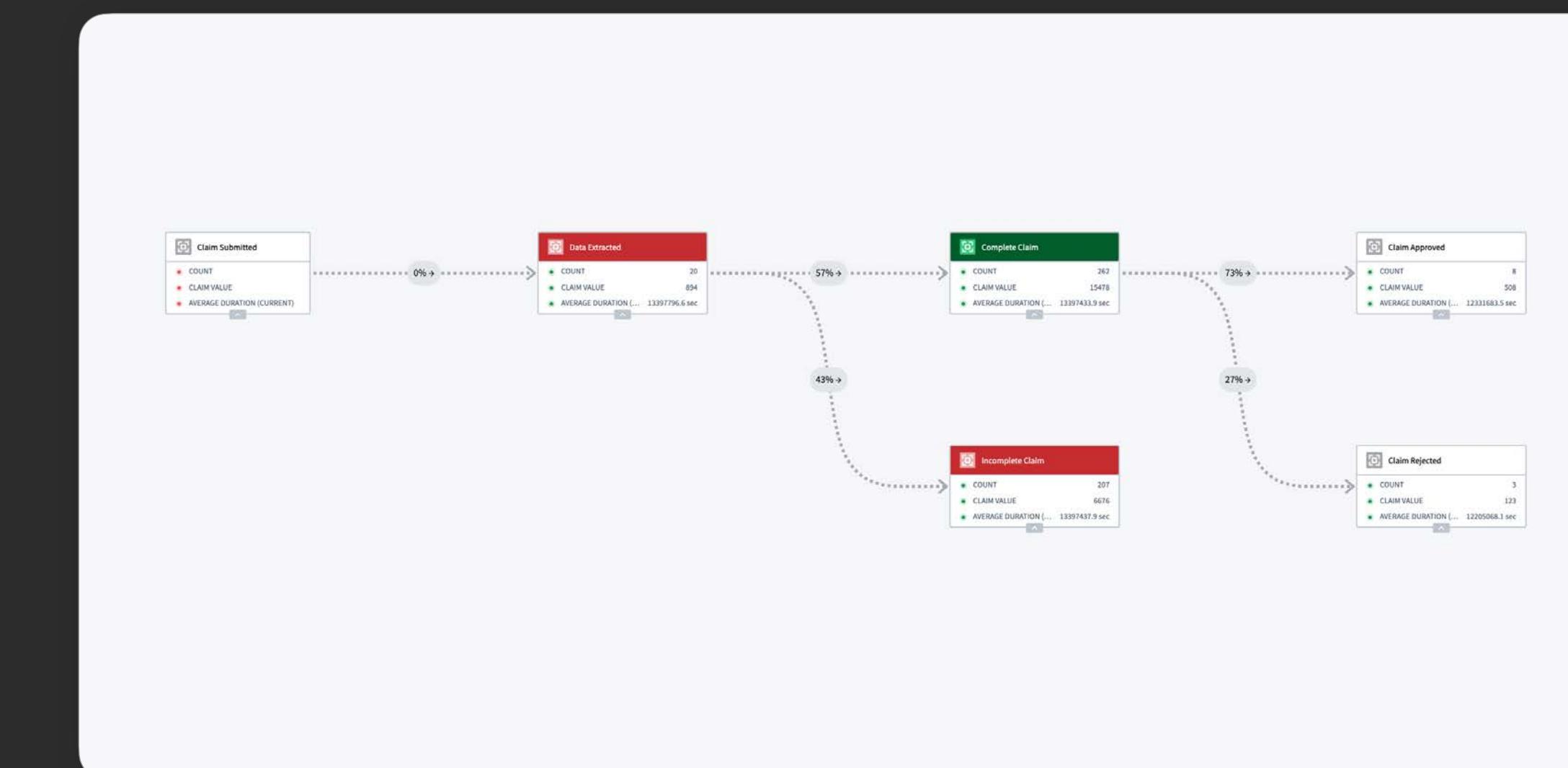
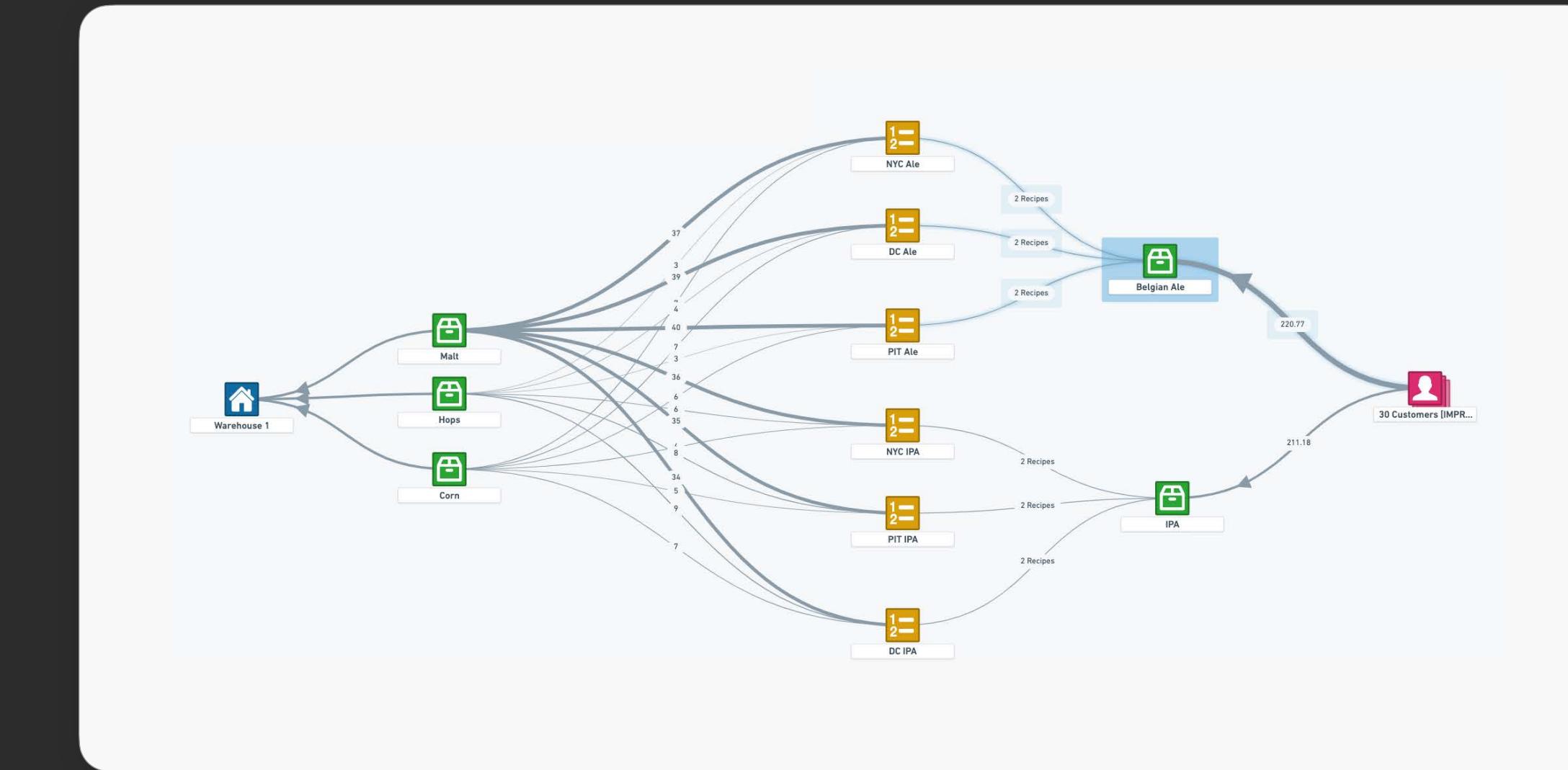
 Bottleneck identification

 System & process redesign

 Automation opportunity audits

 Performance metric tracking

 Process documentation





VALIDATION

# Conceptual Development

Our expertise supports your organisation in turning innovative ideas into scalable solutions, from rapid prototyping and technical assessments to stakeholder validation, all crafted to ensure business growth.



Rapid prototype development



Technical viability assessment



Cost-benefit analysis



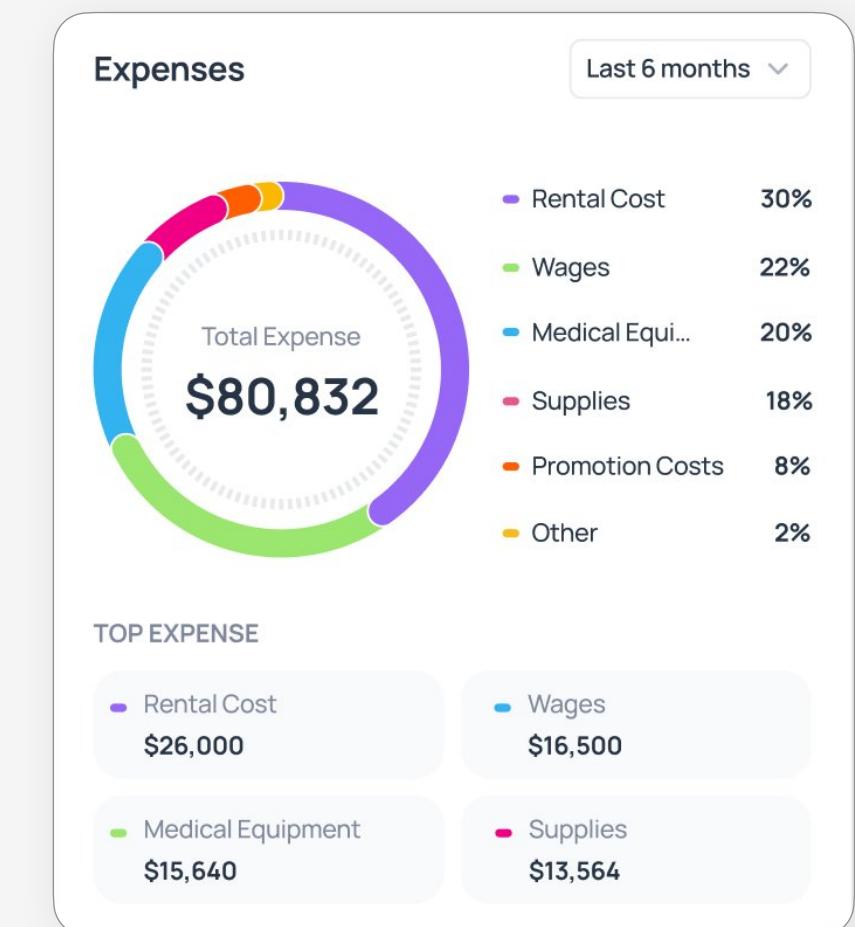
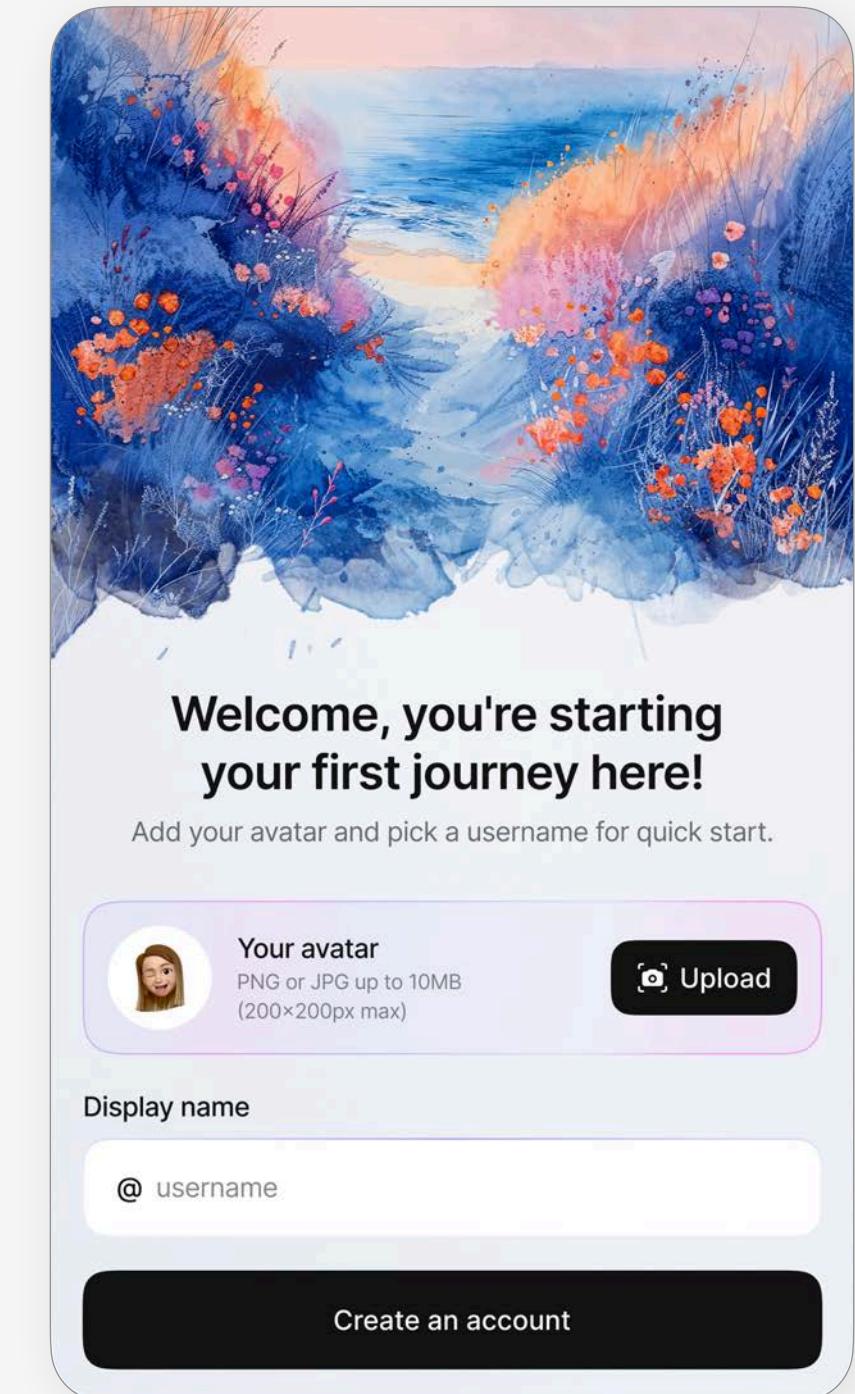
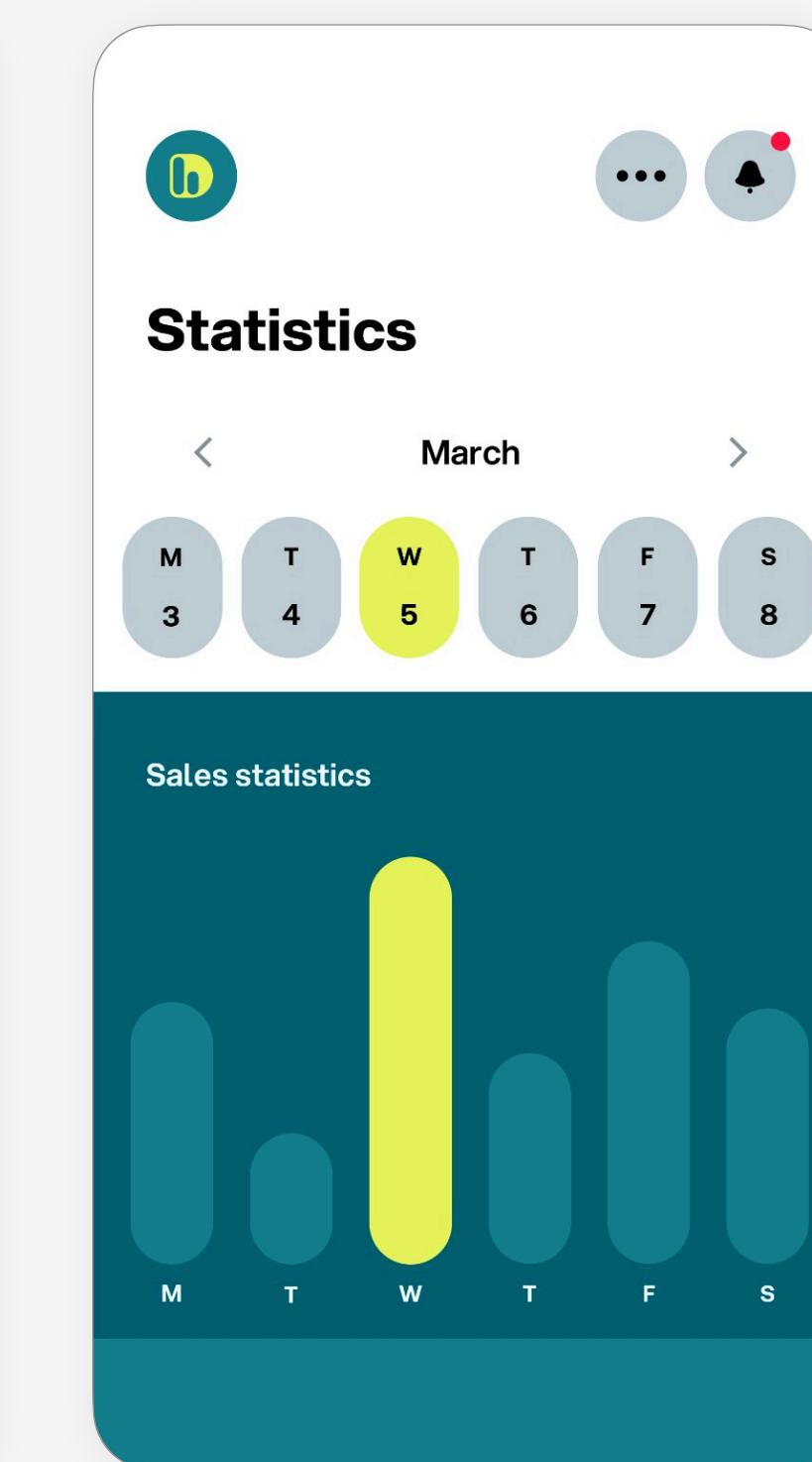
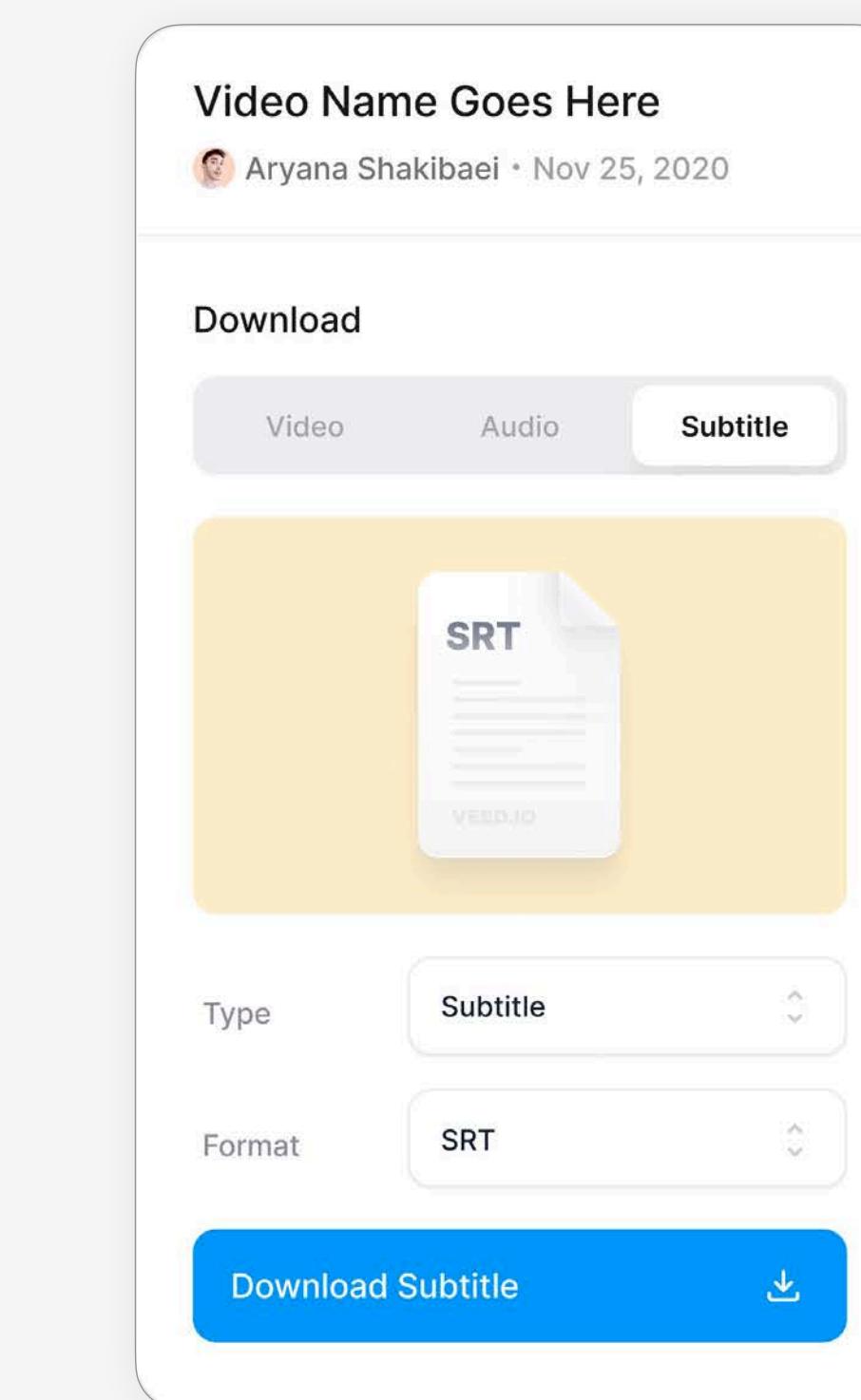
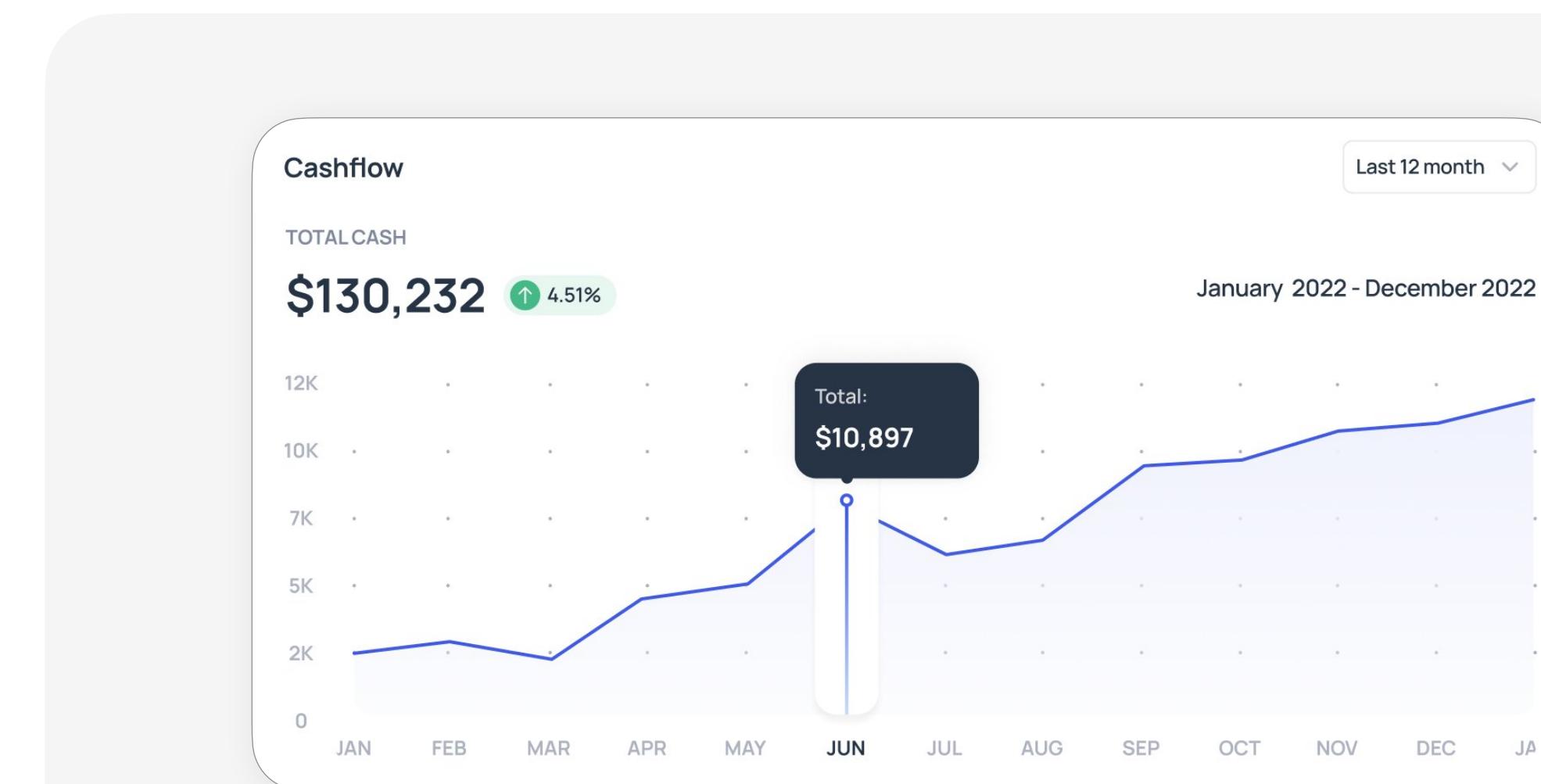
Stakeholder validation



Proof-of-concept deployment



Test-ready prototypes

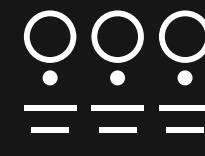


# Experience Design

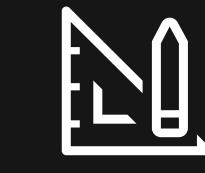
We enhance your organisation's engagement with seamless, user-focused interfaces, from intuitive UI/UX and interactive wireframes to brand-aligned aesthetics, all tailored to deliver compelling & consistent experiences.



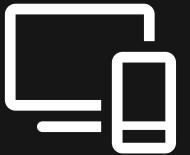
Intuitive UX concept design



Interactive wireframes



Visual design prototyping



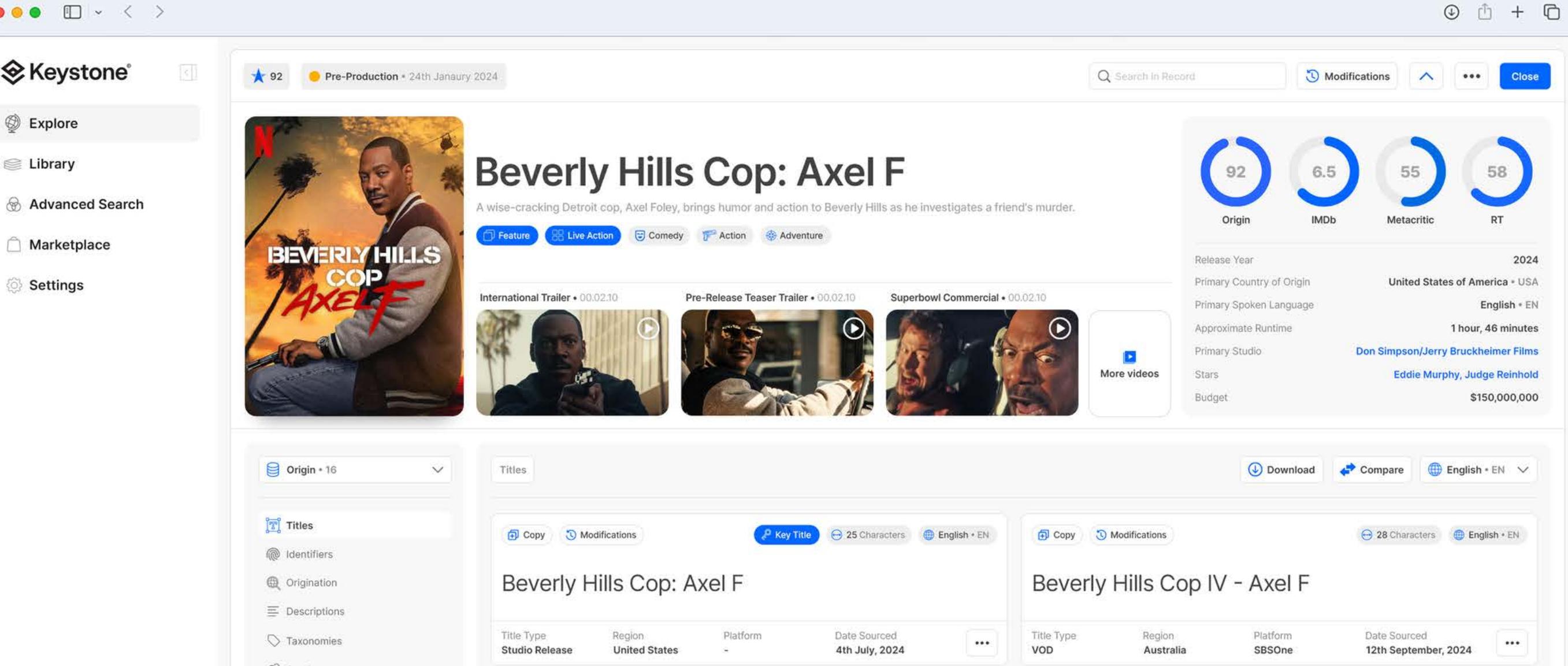
Cross-platform consistency



Data-driven design iterations



Brand-aligned aesthetics



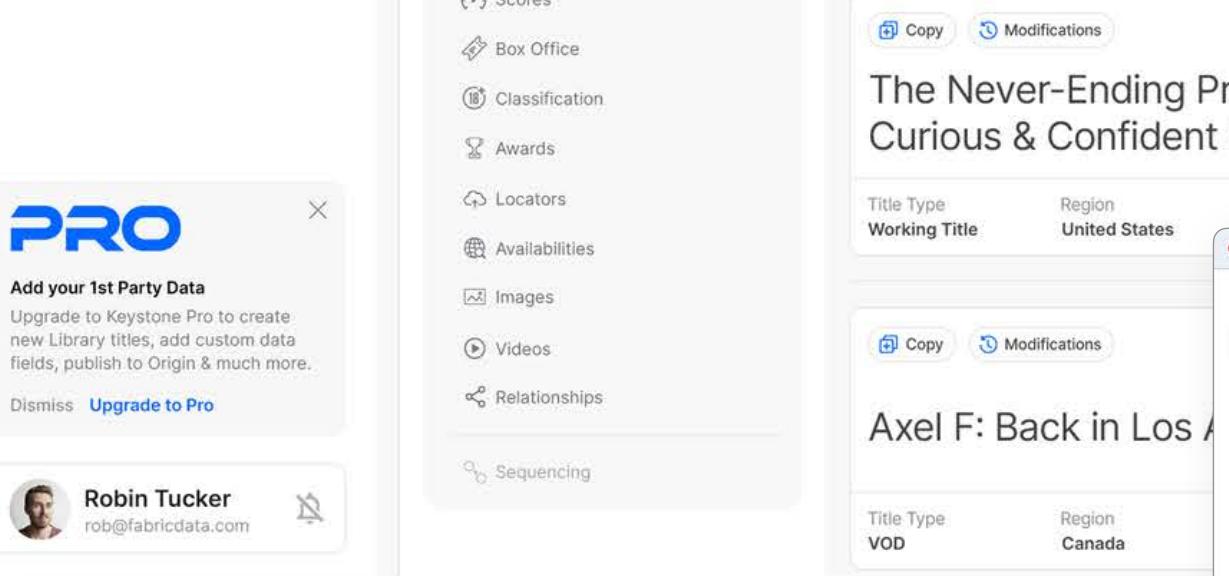
**Beverly Hills Cop: Axel F**  
A wise-cracking Detroit cop, Axel Foley, brings humor and action to Beverly Hills as he investigates a friend's murder.

Origin: 92, Pre-Production • 24th January 2024

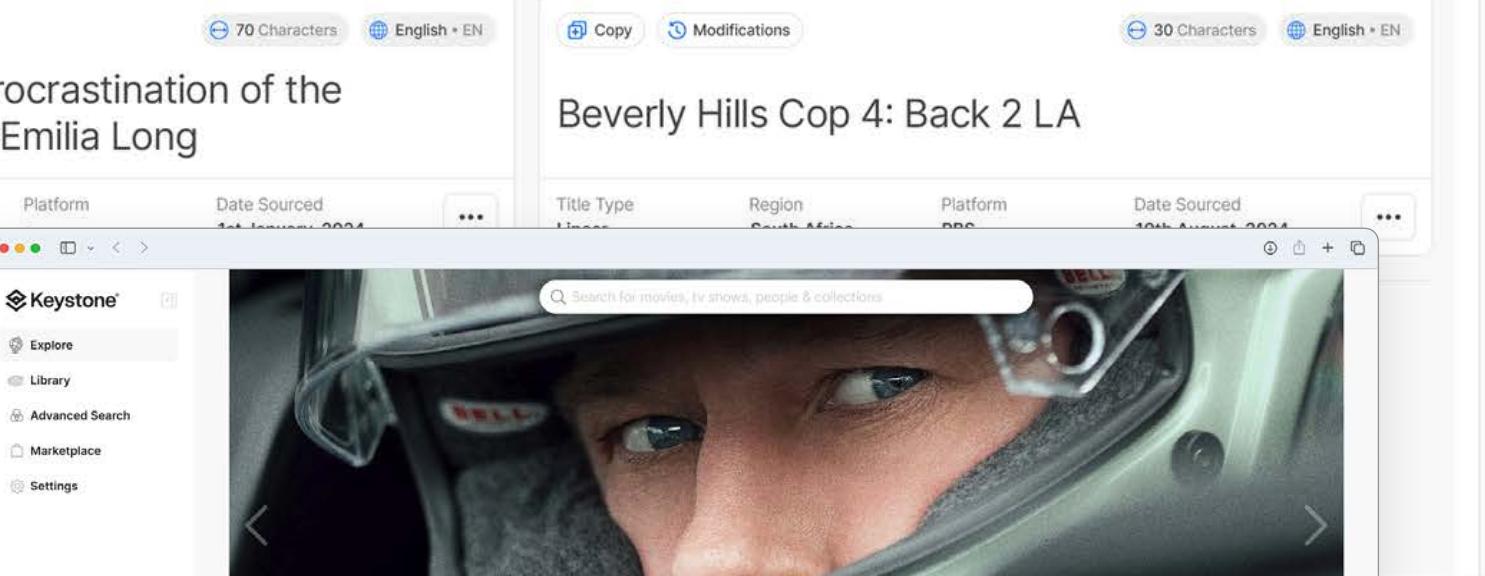
Cast: Eddie Murphy, Judge Reinhold, Don Simpson, Jerry Bruckheimer Films

Release Year: 2024, United States of America • USA, English • EN, 1 hour, 46 minutes

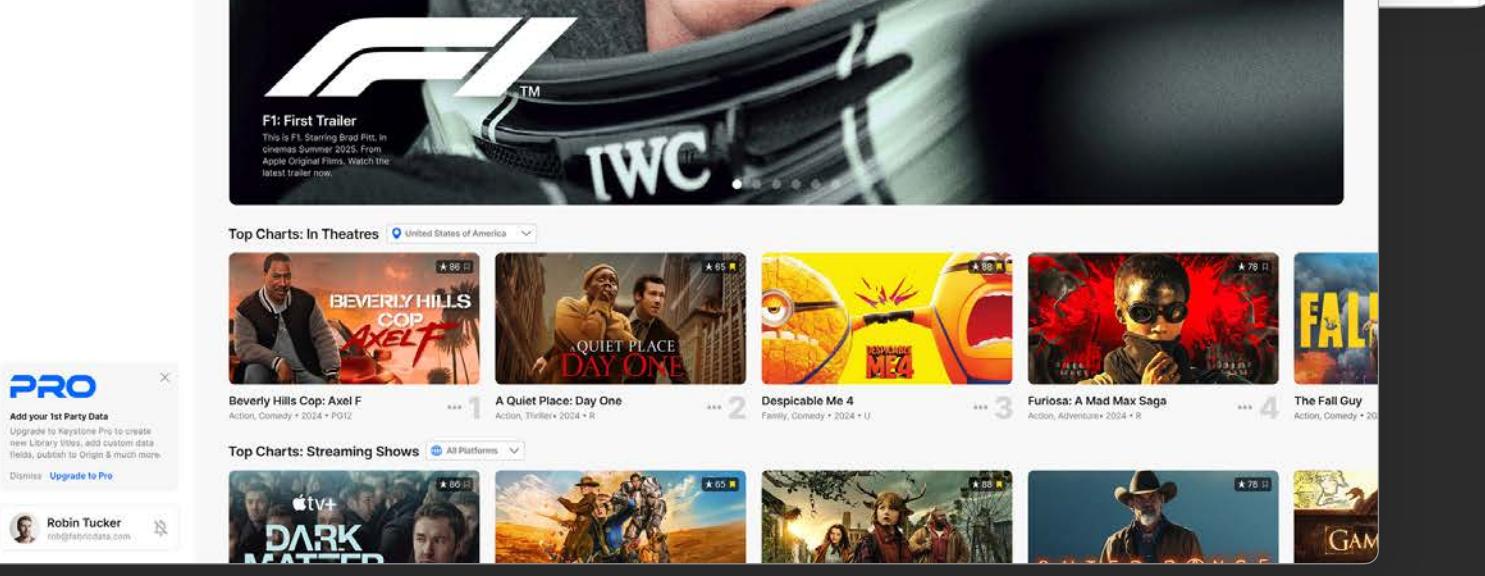
Primary Studio: Don Simpson/Jerry Bruckheimer Films, Stars: Eddie Murphy, Judge Reinhold, Budget: \$150,000,000



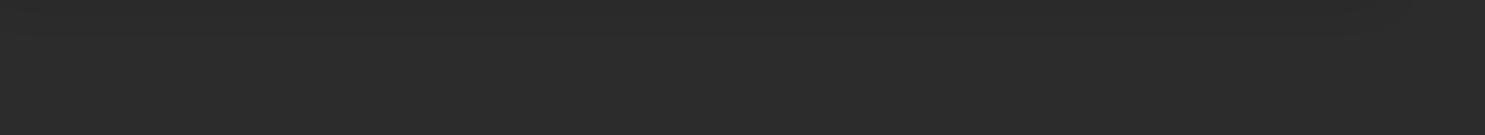
**Axel F: Back in Los A**  
Title Type: VOD, Region: United States, Platform: SBSOne, Date Sourced: 4th July, 2024



**The Never-Ending Procrastination of the Curious & Confident Emilia Long**  
Title Type: Working Title, Region: United States, Platform: SBSOne, Date Sourced: 1st January, 2024



**Beverly Hills Cop 4: Back 2 LA**  
Title Type: VOD, Region: Australia, Platform: SBSOne, Date Sourced: 12th September, 2024

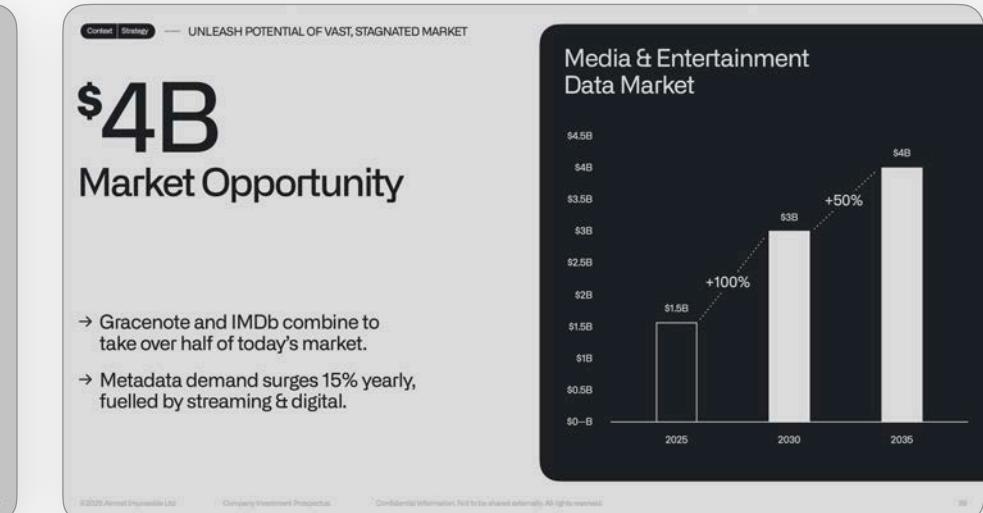
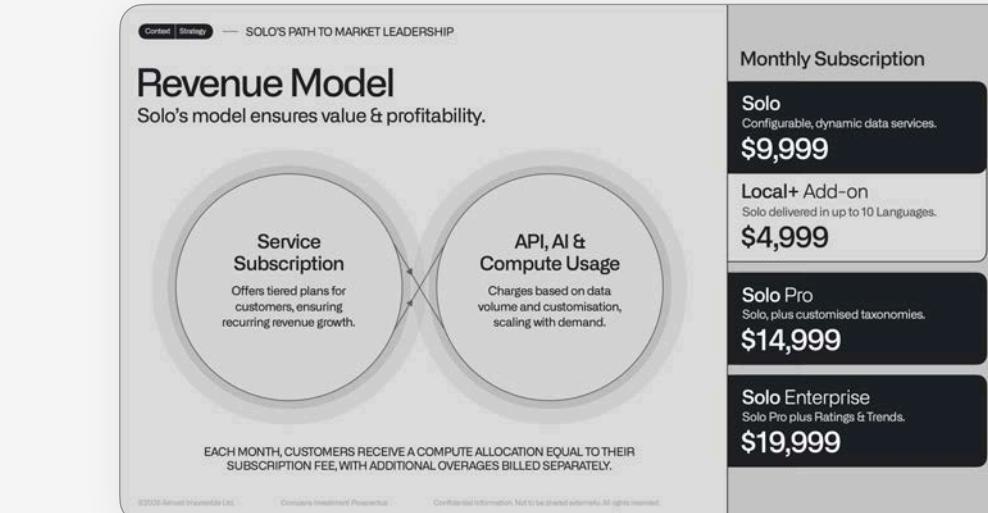
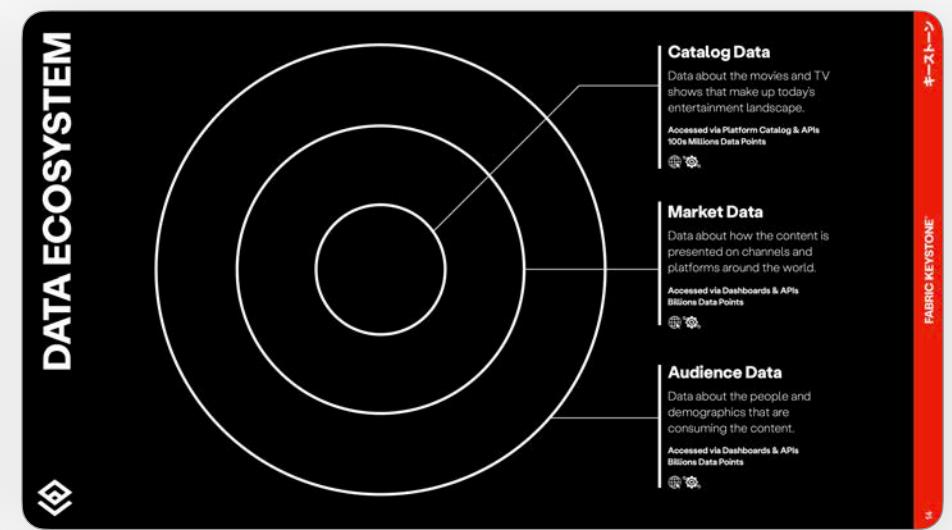
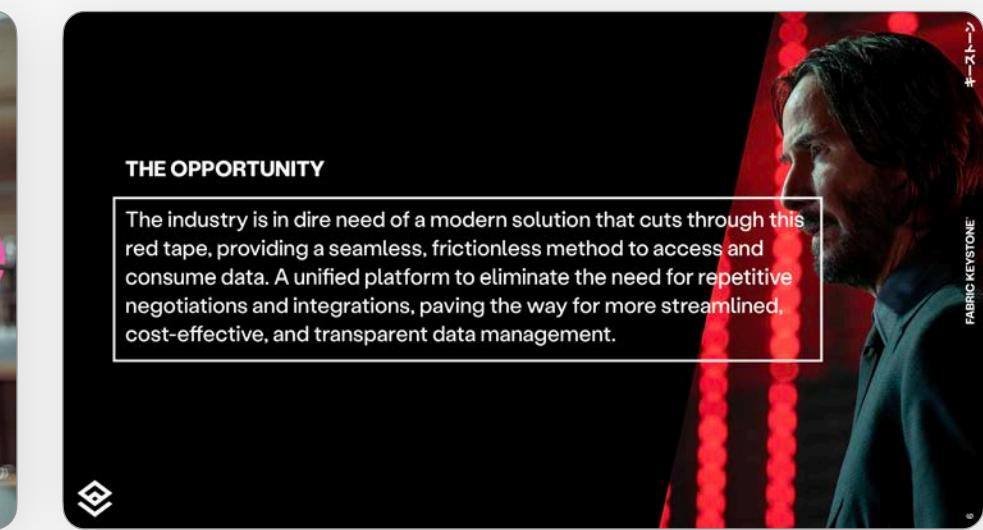


**F1: First Trailer**  
Title Type: VOD, Region: United States, Platform: SBSOne, Date Sourced: 10th August, 2024



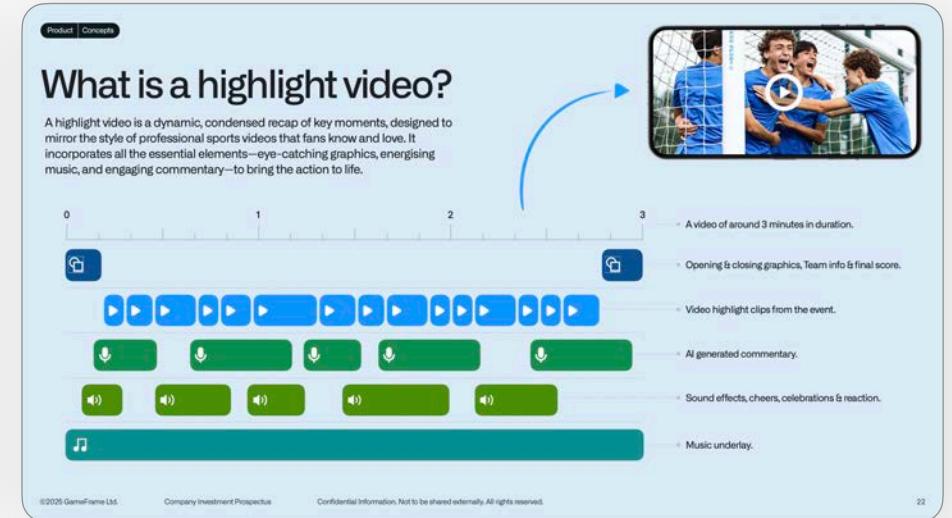
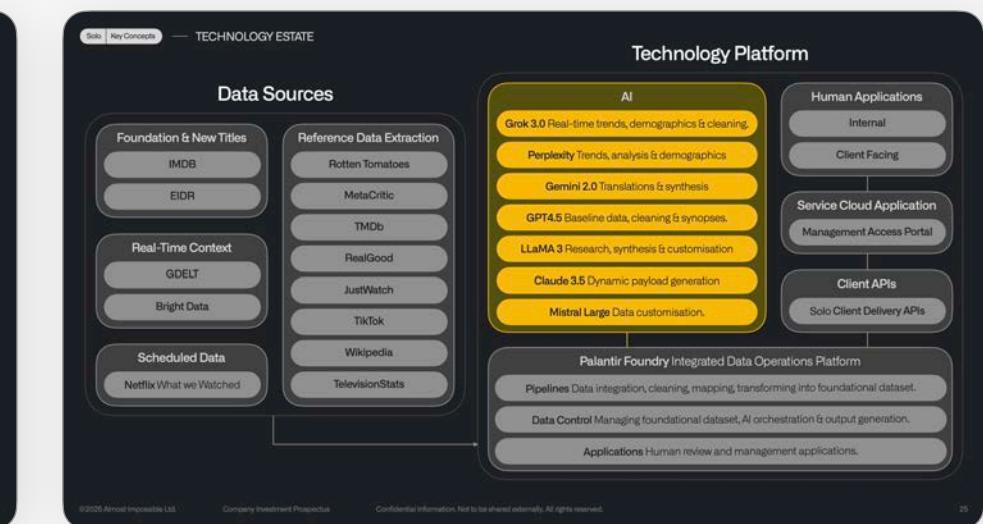
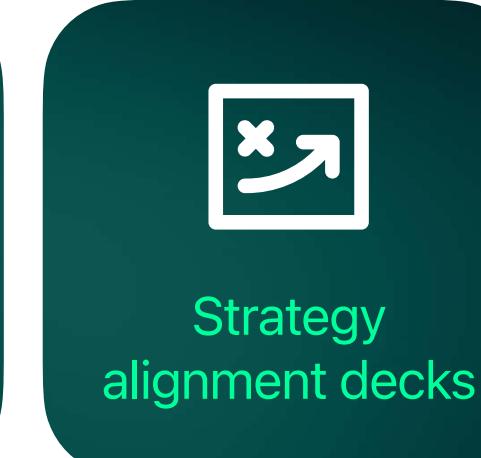
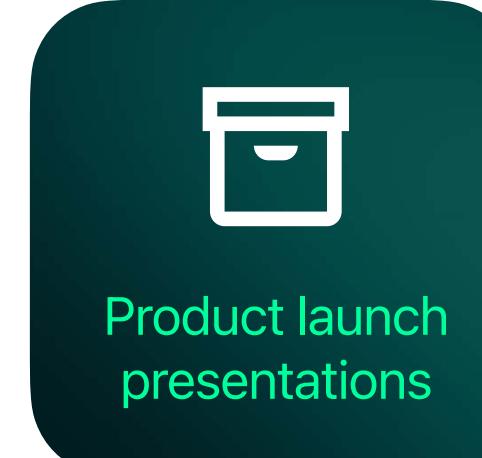
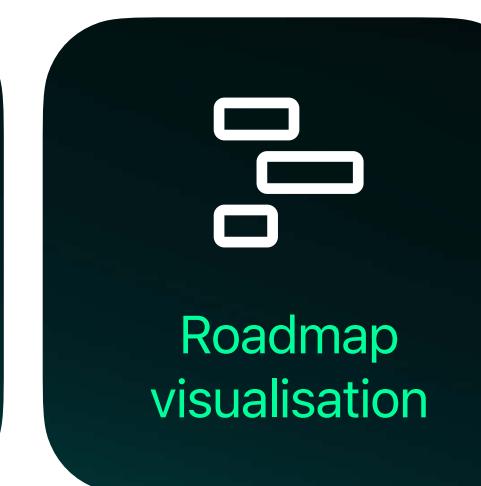
# Strategic Presentations

Ashfords can help your organisation captivate stakeholders with compelling narratives, from investor pitch decks and vision presentations to roadmap visualisations, all designed to align strategies and drive growth.



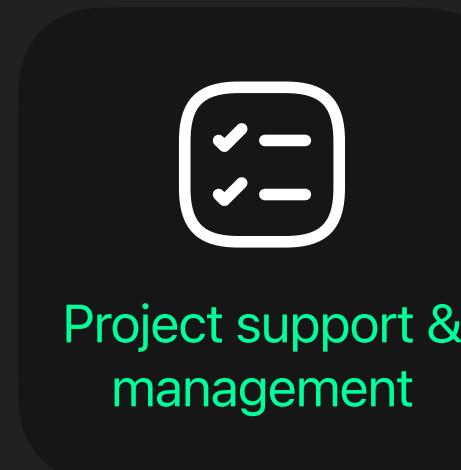
**Financials**

Year	1	2	3	4	5	6	7	8	9	10	11	12
EXPENSES	€95,955	€95,955	€114,475	€133,205	€128,205	€143,955	€137,755	€130,205	€140,155	€143,255	€161,255	€161,255
REVENUE	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€26,885	€26,885
CASH FLOW	(€95,955)	(€95,955)	(€114,475)	(€133,205)	(€128,205)	(€143,955)	(€137,755)	(€130,205)	(€140,155)	(€143,255)	(€161,255)	(€161,255)
Year 2	1	2	3	4	5	6	7	8	9	10	11	12
EXPENSES	€147,208	€147,208	€154,618	€147,793	€147,793	€156,013	€156,013	€148,738	€148,738	€149,053	€152,203	€171,103
REVENUE	€50,165	€50,165	€57,547	€65,153	€65,153	€64,246	€64,246	€62,041	€62,041	€62,041	€62,041	€62,041
CASH FLOW	(€97,142)	(€95,575)	(€92,205)	(€89,850)	(€82,262)	(€52,046)	(€53,333)	(€47,775)	(€63,039)	(€54,072)	(€62,864)	(€62,864)
Year 3	1	2	3	4	5	6	7	8	9	10	11	12
EXPENSES	€178,701	€178,701	€192,001	€178,701	€179,251	€178,701	€192,001	€178,701	€179,251	€182,001	€179,251	€177,771
REVENUE	€265,334	€265,334	€296,902	€316,181	€343,098	€362,273	€373,038	€389,259	€397,069	€408,054	€427,909	€443,520
CASH FLOW	€106,672	€118,137	€134,112	€164,398	€183,122	€195,238	€207,358	€218,368	€229,034	€248,658	€261,329	€264,894



# Project Coordination

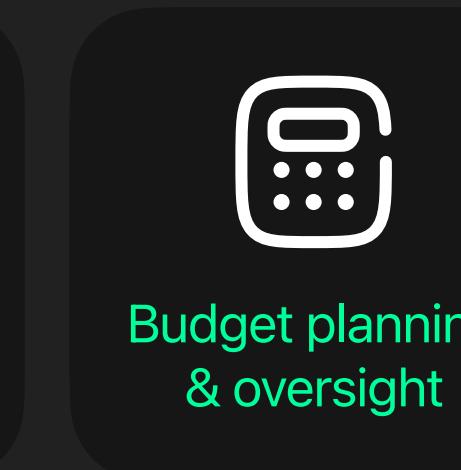
We ensure your organisation's projects thrive through meticulous coordination, from milestone tracking and stakeholder alignment to timeline optimisation, all aimed at delivering exceptional results.



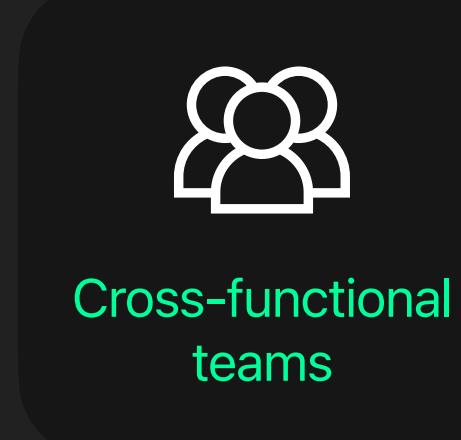
Project support & management



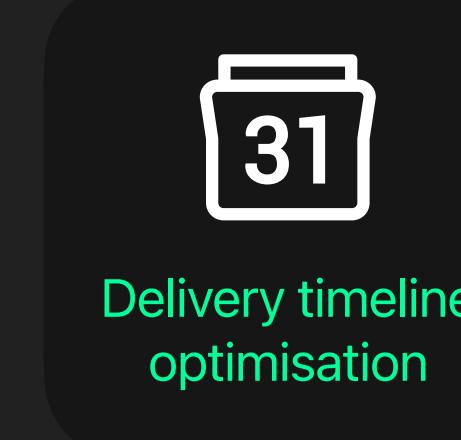
Stakeholder alignment



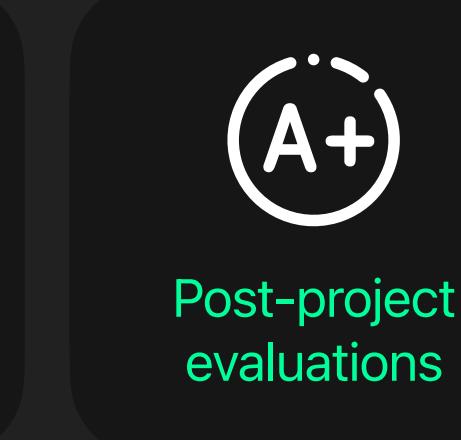
Budget planning & oversight



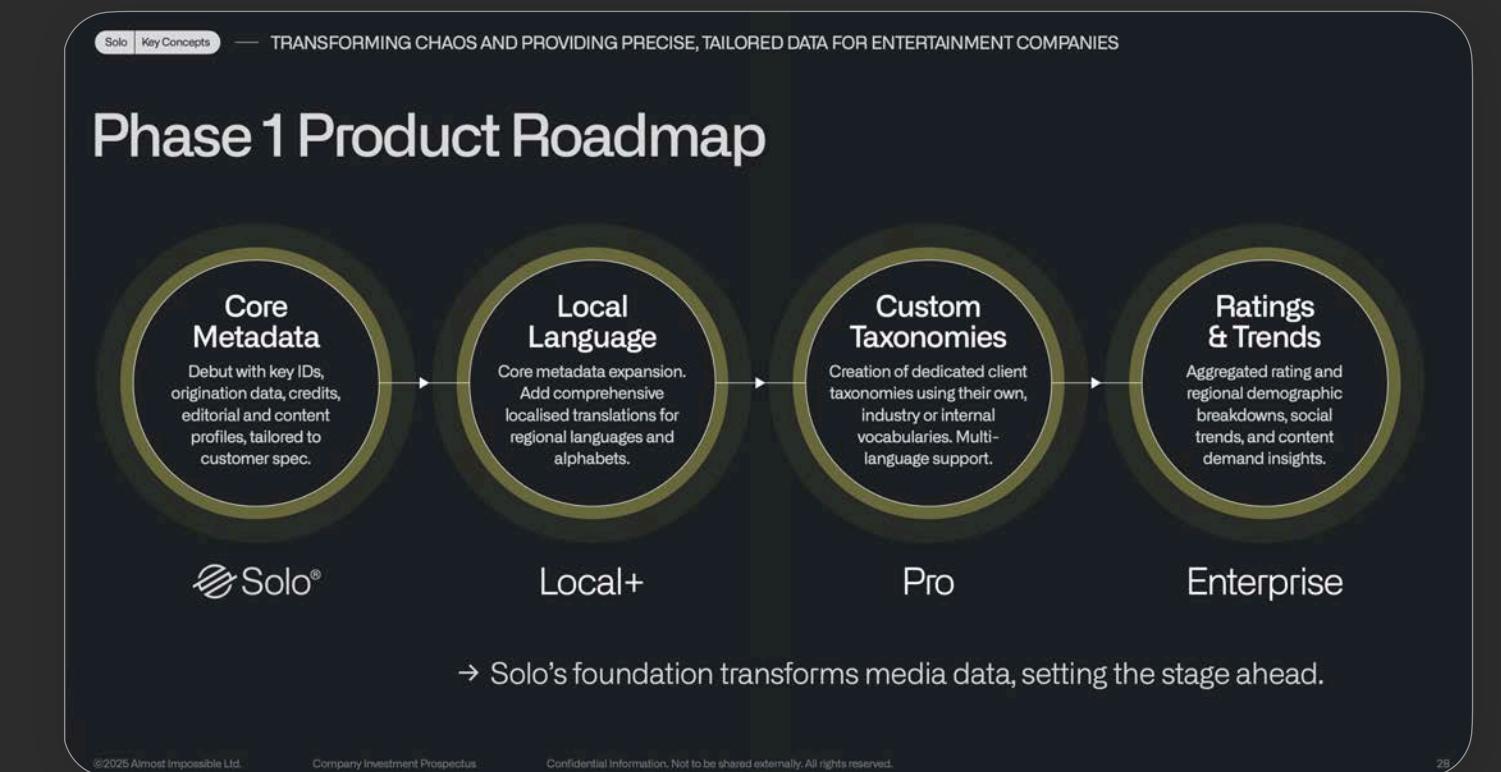
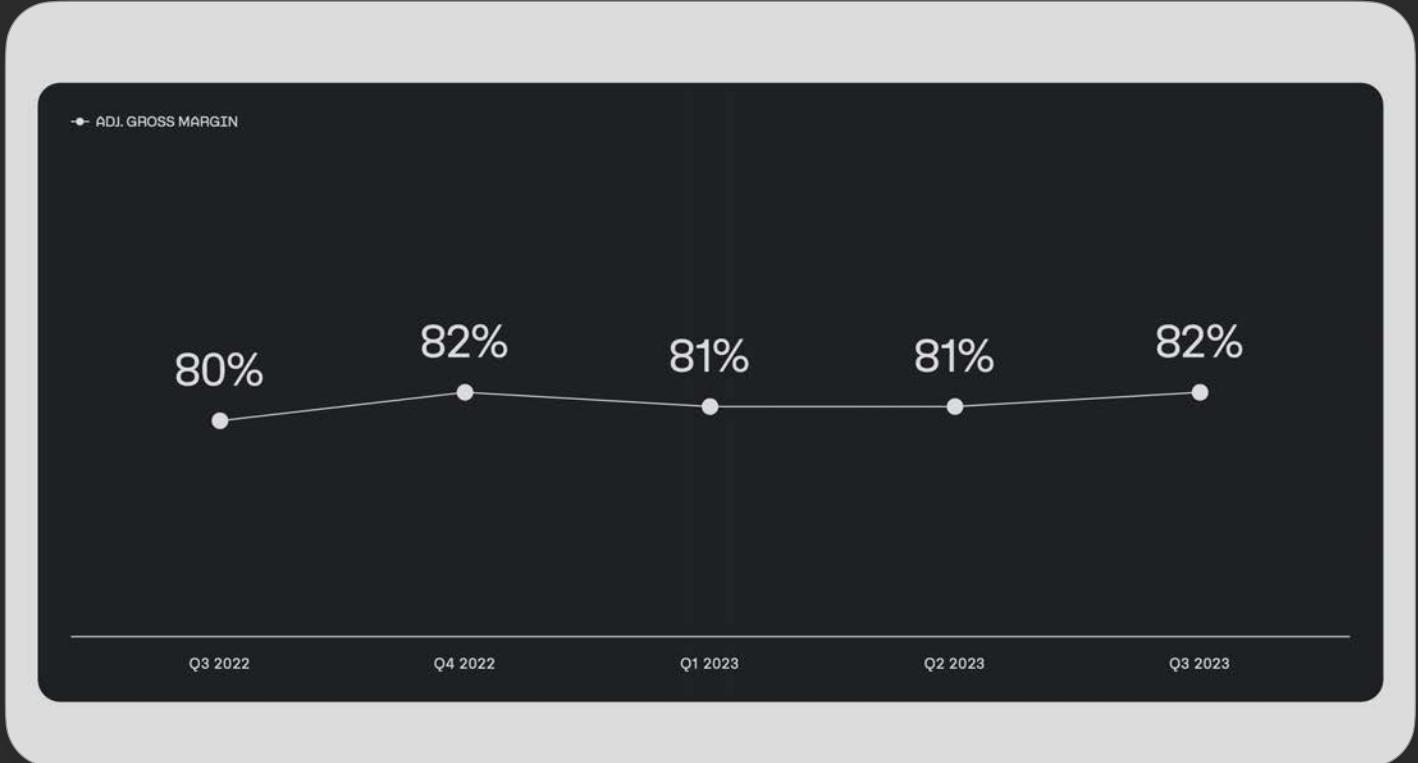
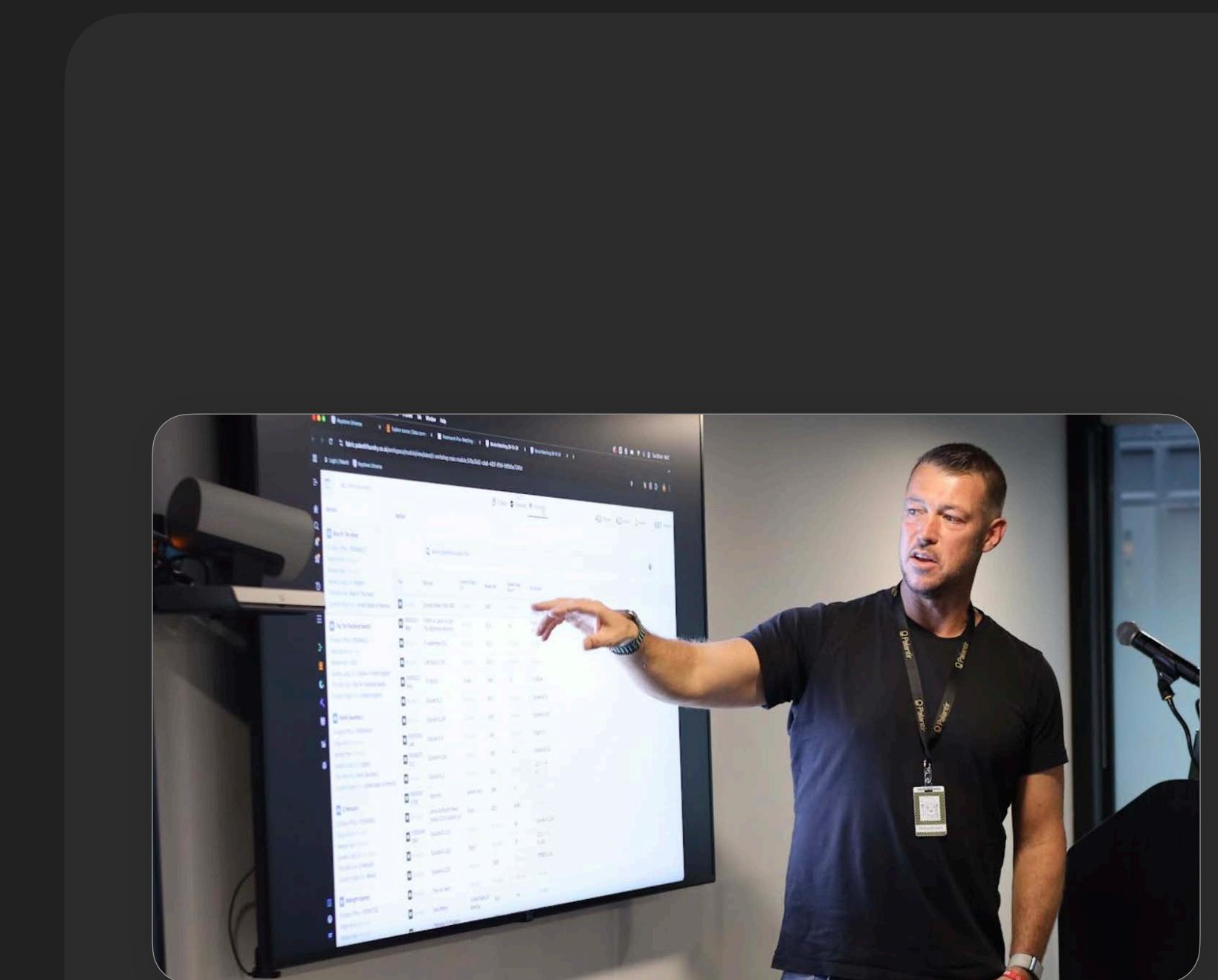
Cross-functional teams



Delivery timeline optimisation



Post-project evaluations





# Product Development

We guide your organisation in creating market-ready products with innovative development, from rapid MVP prototyping and user-centric design to full product builds with cross-platform compatibility.



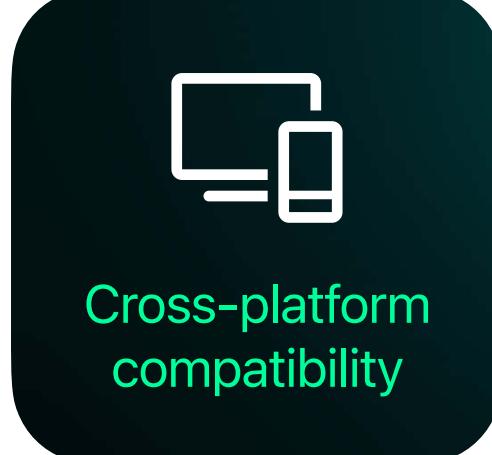
Full-scale product builds



Website & App development



Analytics dashboards



Cross-platform compatibility



Iterative testing cycles



Post-launch support

**Great hires start with the right match**

Get matched with vetted talent who fit your goals, culture, and workflow using AI that actually understands your needs.

**Start hiring for free**

4-day average time to hire  
10,000+ matches made  
95% hire retention rate

**Sign in**

**Pro**

For consistent content needs.

**\$199** per month (\$19.99 USD per credit)

**Select Plan**

Includes everything in Basic, plus:

- ✓ Premium Templates
- ✓ Faster Render Times
- ✓ Product approval priority
- ✓ Credits roll over month to month

Switch & cancel plan anytime.

**Campaign status**  
Discover the new opportunity

**75.5%**  
Solution for digital products, Proven growth results!

**Campaign investment**  
Monthly growth ratio

**\$1265.89**  
+ 5-15%

**Boost Campaign**

**Social Connections**

**Auth Providers**

- Google (Used for sign-in, Shared Credentials)
- Facebook (Used for sign-in)
- Apple
- Github (Used for sign-in)
- X/Twitter
- Microsoft
- LinkedIn (Used for sign-in)
- Dropbox
- Discord
- Twitch
- Slack

**Leaderboard**

PTF Fuel Token \$0.1500 ± 0.00%

**Main Account**

Trade Strategies Lite Funds Staking History RFQ

Account Health 100% Equity 0.00 Unstaked 0.00 Margin 0.00 Available 0.00

Leaderboard

Most profitable markets

RANK	TRADER	PNL	ROI
1	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
2	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
3	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
4	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
5	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
6	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
7	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
8	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
9	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
10	0x303dkU0ek8d99f9ndge99987	\$50,000	200%
11	0x303dkU0ek8d99f9ndge99987	\$50,000	200%

Historical PNL 24H 7D 30D

Contracts Amounts

MMPEPE 10-DEC-24 \$10,000

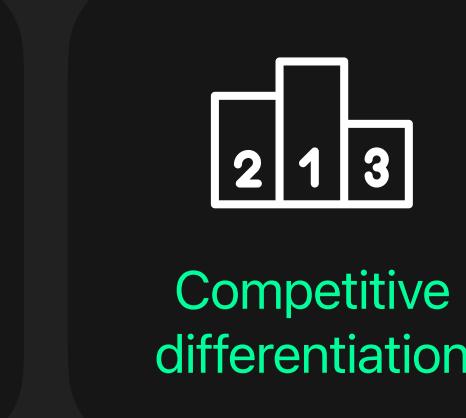
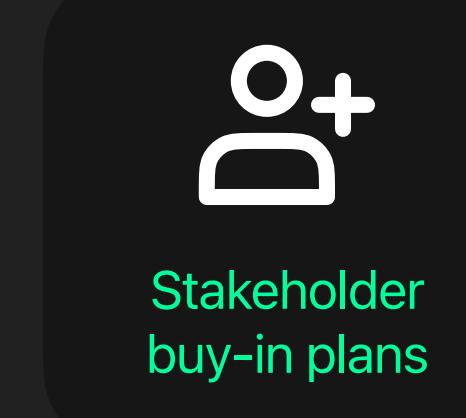
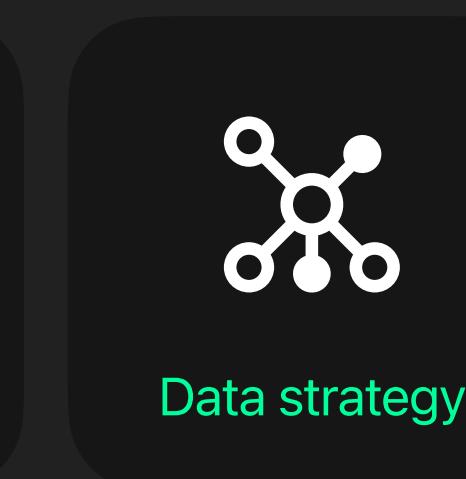
MMPEPE 10-DEC-24 \$10,000

MMPEPE 10-DEC-24 \$10,000

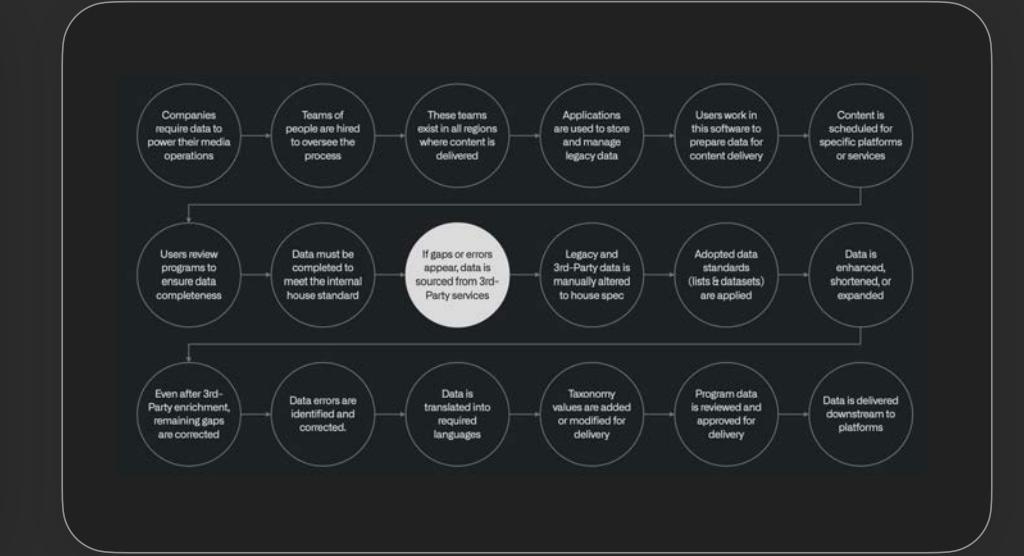
MMPEPE 10-DEC-24 \$10,000

# Innovation & Roadmaps

Our strategies position your organisation for competitive advantage with bold growth plans, from product vision planning and technology adoption to innovation pipelines, all aligned with market trends.

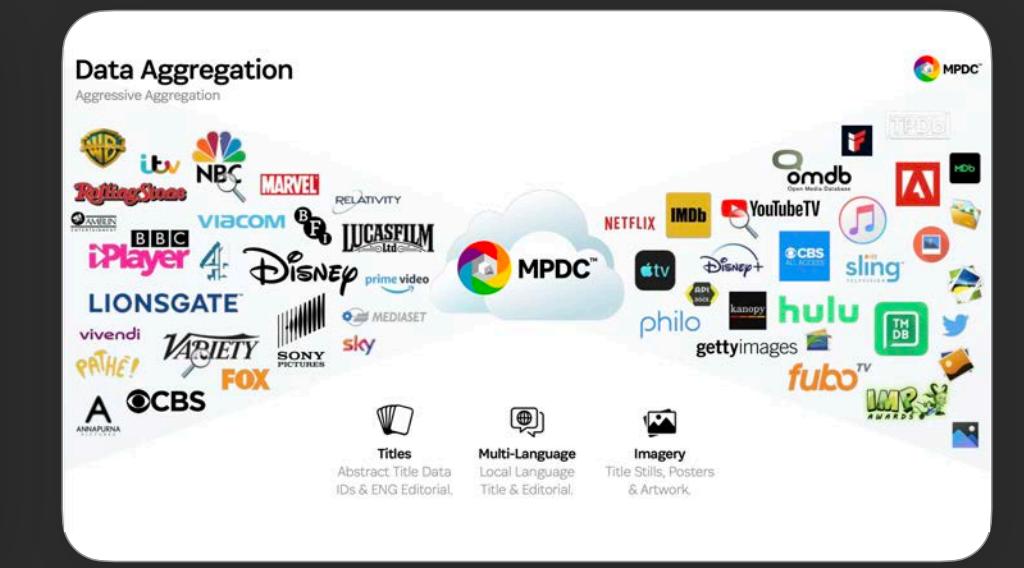




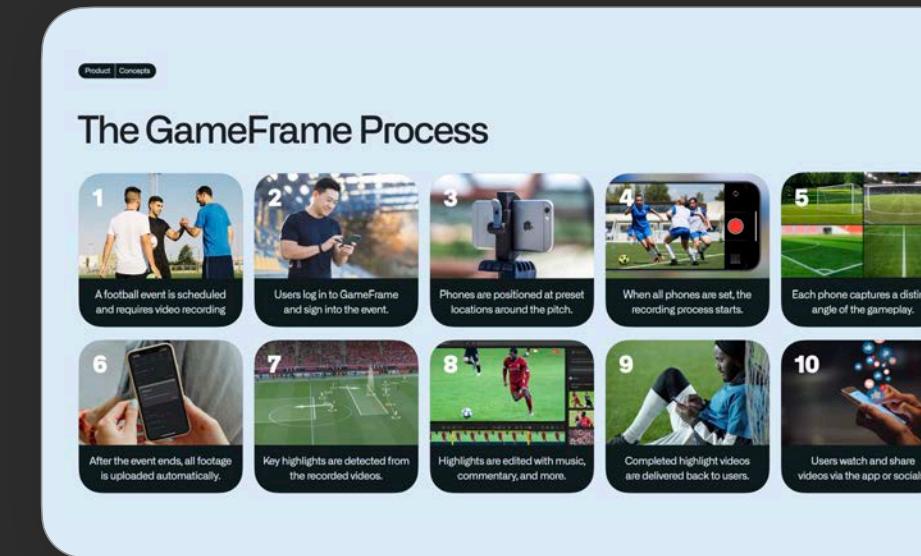




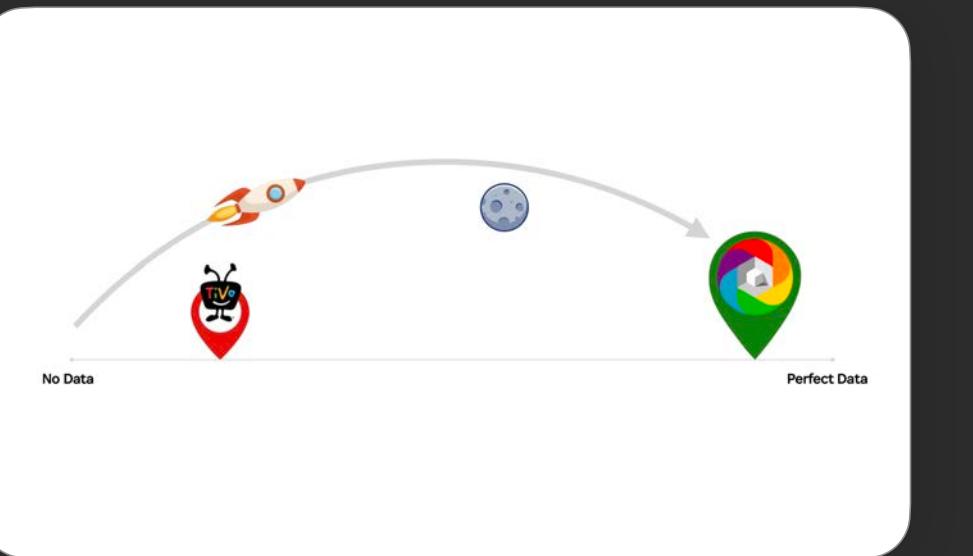












12

# Startup Support

We nurture your organisation's potential with tailored startup support, from vision workshops and fundraising strategies to technical infrastructure, all geared to thrive in competitive markets.



[GameFrame](#) | Company Investment Prospectus

# GAME<sup>®</sup> FRAME

The sports studio in your pocket.  
Fun, professional-quality  
video highlights in a Flash.



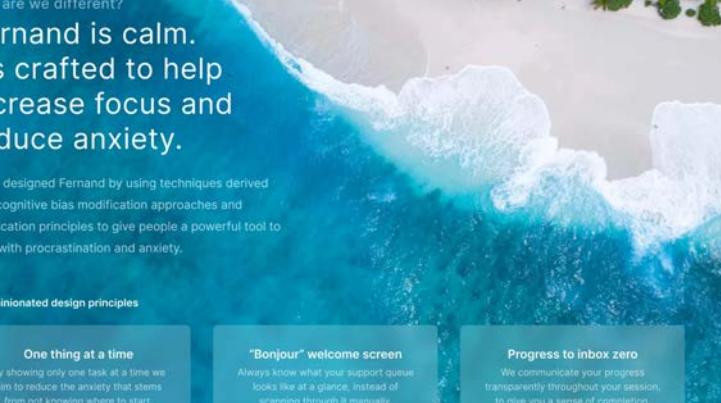
© HARROD SPORTS



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Company Investment Prospectus

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How are we different?

## Fernand is calm. It's crafted to help increase focus and reduce anxiety.

We've designed Fernand by using techniques derived from cognitive bias modification approaches and gamification principles to give people a powerful tool to cope with procrastination and anxiety.

**Our opinionated design principles**

- One thing at a time**  
By showing only one task at a time we aim to reduce the anxiety that stems from not knowing where to start.
- "Bonjour" welcome screen**  
Always know what your support queue looks like at a glance, instead of scanning through it manually.
- Progress to inbox zero**  
We communicate your progress transparently throughout your session, to give you a sense of completion.

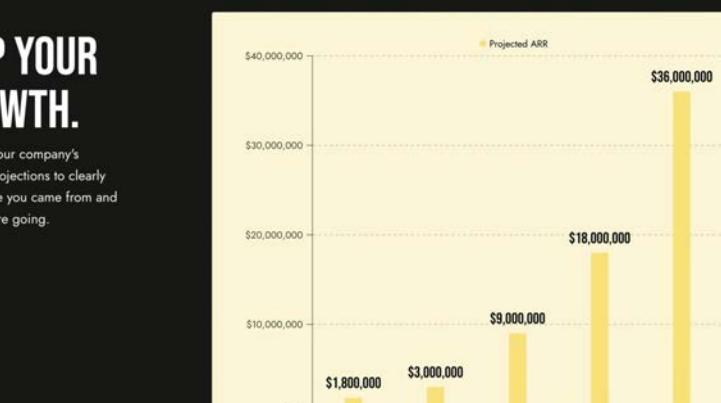


## We're Smith & Diction and we've been creating all kinds of brands, big and small, for over 13 years. Our experience has taught us that there's not just one way to do it. There's no secret sauce or special workshop question. But we do believe that having a process — a framework for creative exploration — is important. So this is ours.



*The Process*

Our approach has been refined through years of experience. We've used it successfully to build brand after brand. It's all about real conversations between human beings, complete with honest opinions, unhindered excitement, and creativity that's only possible when you wholeheartedly trust your partners, because you know they truly have the best interest of your brand at heart.



A bar chart titled 'Projected ARR' showing projected Annual Recurring Revenue for the years 2032 through 2036. The y-axis represents ARR in millions of dollars, ranging from \$0 to \$40,000,000 with major ticks every \$10,000,000. The x-axis represents the years 2032, 2033, 2034, 2035, and 2036. Each bar is yellow and has its value labeled on top. The values are: 2032 (\$1,800,000), 2033 (\$3,000,000), 2034 (\$9,000,000), 2035 (\$18,000,000), and 2036 (\$36,000,000). The chart is set against a dark background with light gray dashed horizontal grid lines.

Year	Projected ARR (\$)
2032	\$1,800,000
2033	\$3,000,000
2034	\$9,000,000
2035	\$18,000,000
2036	\$36,000,000



## Product vision development



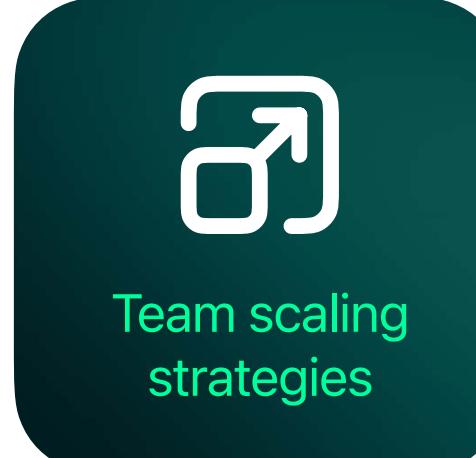
# Fundraising pitch development



## Financial planning support



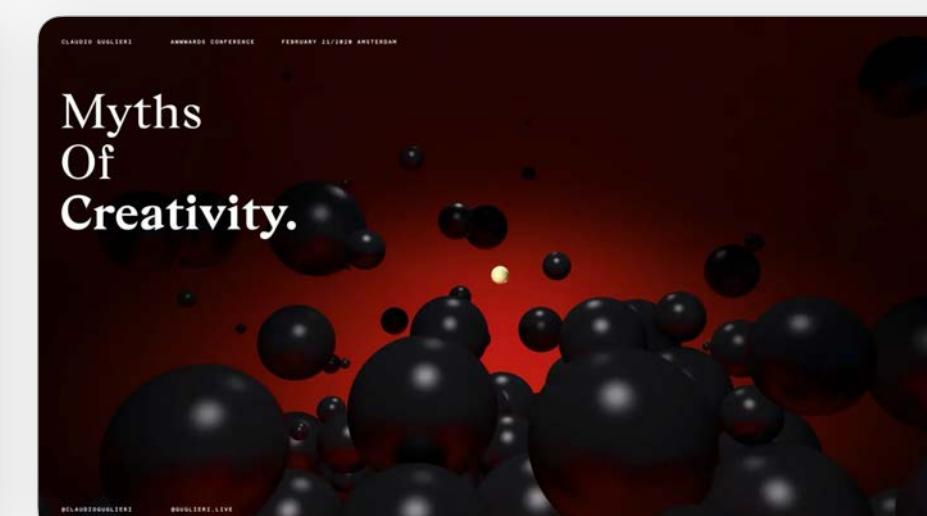
## Technical infrastructure



## Team scaling strategies



## Investor network connections



# Our Purpose

We're a dedicated team of technology and sports broadcast entrepreneurs, fuelled by a deep passion for sports and extensive industry experience. Our purpose is to democratise professional-style sports highlights, making them accessible to everyone, from grassroots players to weekend enthusiasts.

## 1,500,000,000

There are over 1.5 billion estimated amateur sports participants globally.

## 50%



Google reported a 50% increase in sports enthusiasts sharing their own content. [Think with Google Report](#)

## 20%



Video helps athletes mentally rehearse scenarios, improving decision-making and muscle memory for future performance. [Coach Logic Benefits Report](#)

1 in 5 of all social media viewers now watch sports highlights regularly. [IMG: Sports in 2025](#)

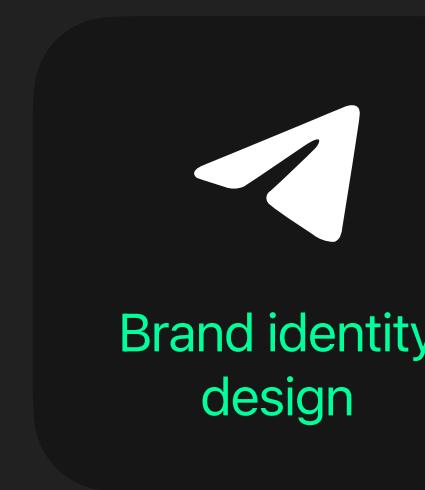
Athletes viewing highlights of prior games before an upcoming fixture perform more successfully. [Self-Directed Athlete Film Study](#)

# Broadcast & Media

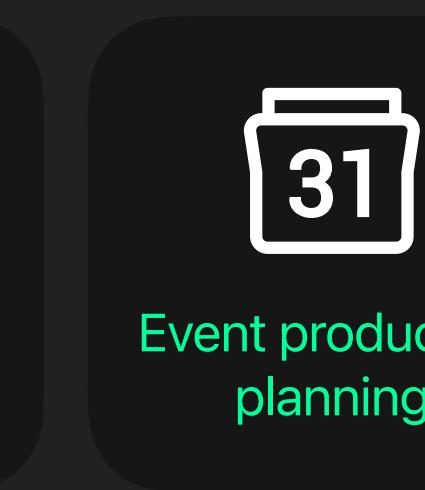
Our creative expertise elevates your organisation's presence with captivating media solutions, from broadcast-quality video production and brand identities to strategic content plans, all delivering impactful storytelling.



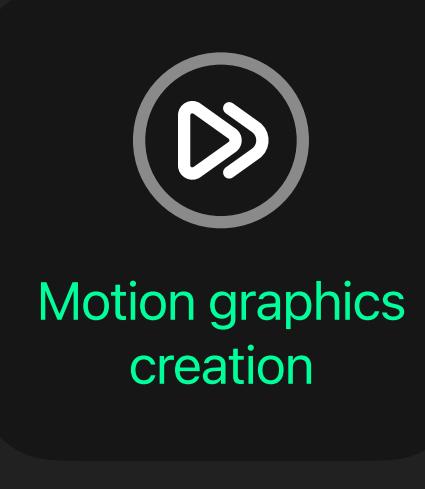
Broadcast-quality video production



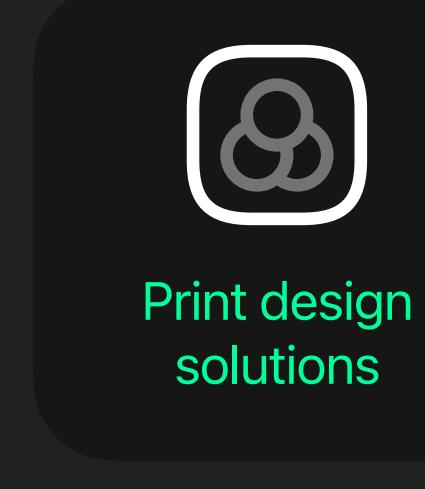
Brand identity design



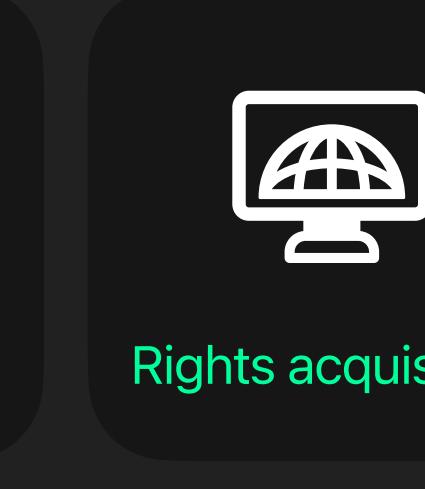
Event production planning



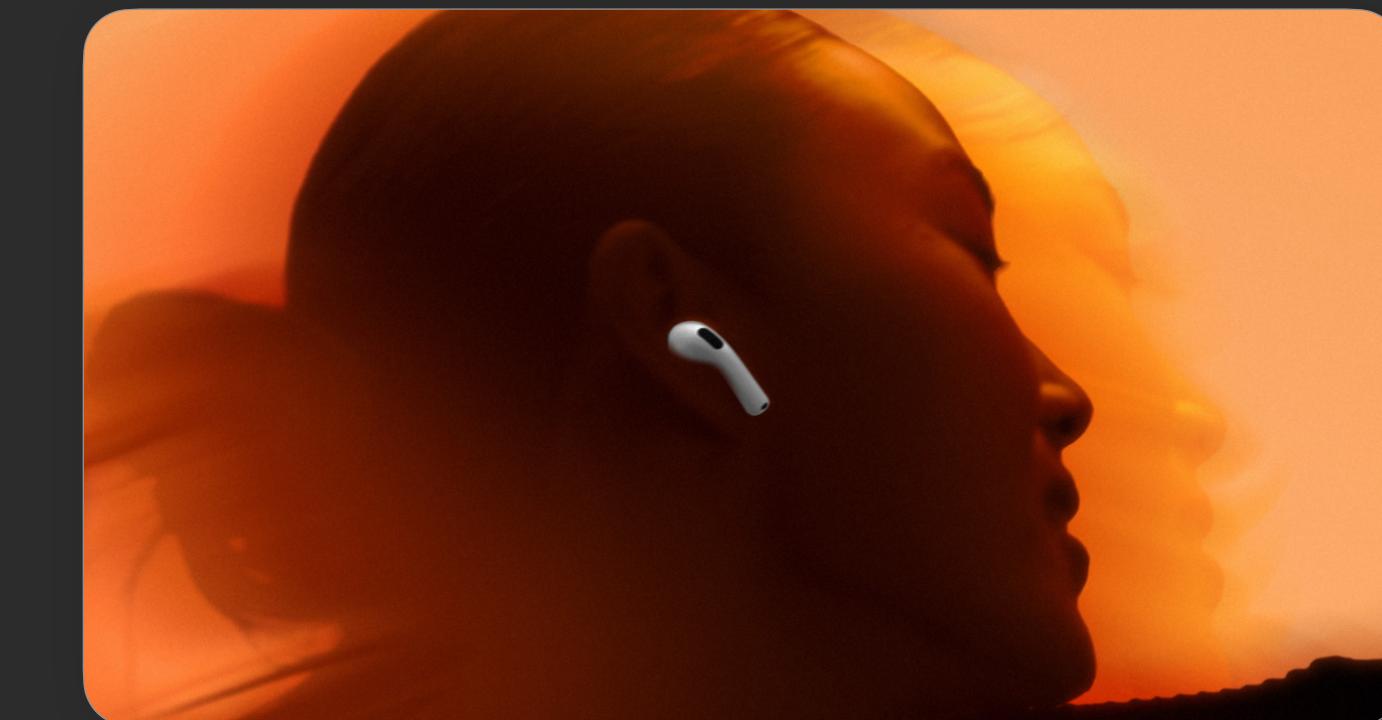
Motion graphics creation



Print design solutions



Rights acquisition



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Ashfords has worked for and with some of the leading brands and organisations in the world, leveraging innovative solutions across technology, media, and data to drive global success.



TRANSFORMATION

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