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Mobile Experiential Spaces for Businesses.

Talking Points.

I. Guesscreative Introduction

II. Mobile Experiential Spaces

III. Additional Ideas & Possibilities

IV. Contact

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Guesscreative Introduction.

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Mission.

Guesscreative LLC is a multidisciplinary design agency focused on creating projects that progress our communities forward positively through the generation of opportunities for others to build wealth & create brand recognition by utilizing network and experience / skillsets in creative design thinking, business sensibility, value creation, architectural design, experiential design & mindfulness.

Mobile Experiential Business Trailers.

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Custom Luxury Mobile Experiential Spaces for Businesses.

CUSTOM CAR HAULER TRAILERS - 20‘ - 40’ LENGTH OPTIONS

The custom mobile experiential space is an asset for businesses to enable brand consistency, create customer connections & introduce new products, ideas & curriculums. The potential is limitless and only bound by creativity and open mindedness.

Mobile Pop Up Shop Benefits.

Enable E-Commerce Companies to Have Own Space for Customers to Connect with Brand, Touch & Feel Products, etc.

Eliminate Financial Uncertainty of a Fixed Brick & Mortar Location.

Take Business Directly to the Consumer.

Creates Brand Recognition & Loyalty.

Mobility Creates Scarcity.

Mobility Introduces Market Flexibility.

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Vision / Possible Uses

Mobile Retail Spaces.

Mobile Product Showrooms.

Mobile Immersive Experiences.

Mobile Galleries.

Mobile Wellness Spaces.

Mobile Offices / Co-working Spaces.

Mobile Sound Recording Studios.

Mobile Rentable Pop Up Spaces.

Mobile Classrooms.

Mobile Therapy Centers.

Mobile Temporary Homeless Shelters.

Mobile Barbershops / Nail Salons.
& More.

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Custom Design Considerations.

Design of Experiential Space Use & Intent

Unique Exterior / Interior Design

Branding / Way-finding Design

Immersive Sensory Design

Future Design: Technology & Data Collection Integration

Color / Material Design

Biophilic / Natural Design

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CISE
STRONGER THREADS FOR A STRONGER COMMUNITY.
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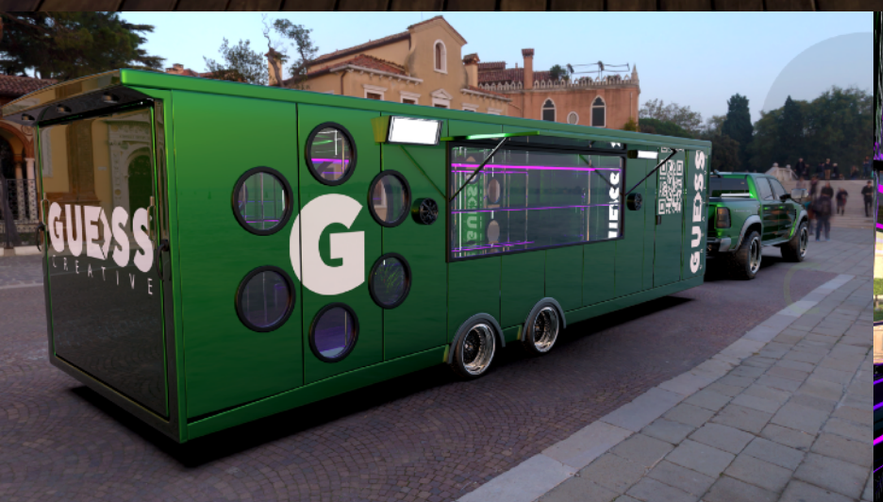
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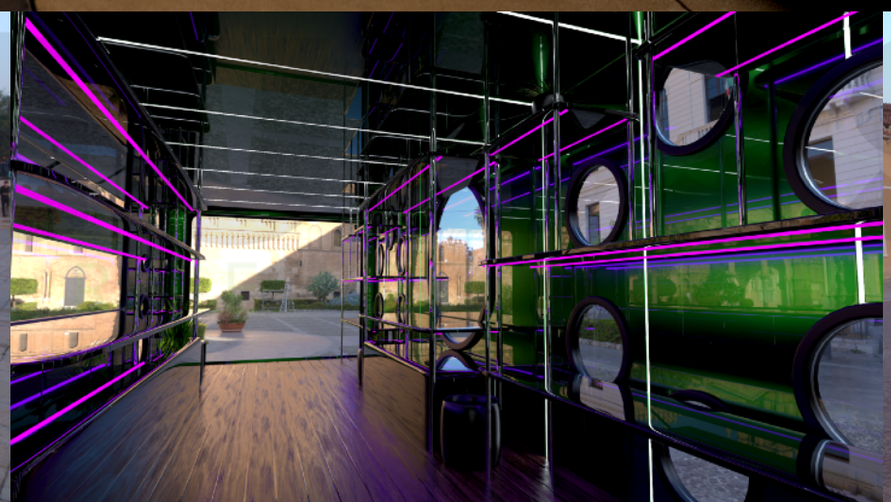

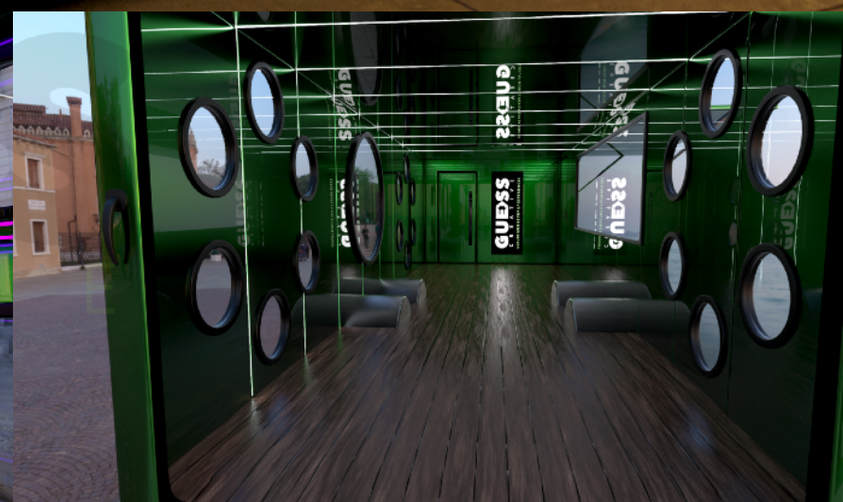
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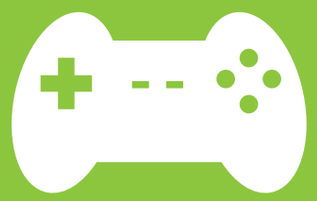

IMMERSIVE / INTERACTIVE

Consumers can enjoy / experience the brand without feeling the pressure to buy on the spot.

SCALABLE | VERSITILE

Take your business to the customer

SENSORY STORE-YTELLING EXPERIENCE

Pop Ups Give Customers the Opportunity to Touch, Feel, See & Connect to Brand

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Custom Mobile Business Cost Breakdown:

Trailer Purchase (20’-40’)

Design & Coordination (Guesscreative LLC)

Custom Modification / Fabrication

Custom Truck Purchase (Optional) + Vinyl Wrapping

Trailer Delivery

Trailer & Truck Ownership Title / Insurance (Owner) / License Plate

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How Can We Make Mobile Brand Experiences Accessible for More Businesses?

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Objections?

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Why Trailers?

We are not limited to the use of trailers but trailers provide the creative space to curate brand experiences. Online business don't need brick & mortar space to be profitable but having a brand experience will increase brand loyalty, naturally. Trailers have scalability (there are many trailer fabricators), consistency (through repeated design), and are easily transportable.

There are also options of custom RVs, Sprinter Vans & Cutaway Vans.

For a more cost effective solution:
Offer Pop Up Shop Activation / Finish Packages to fit within rentable moving box trucks (Uhaul & Enterprise etc.)

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Next Steps.

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GUESSCREATIVE DESIGN | STRATEGY

Partner with Guesscreative LLC & discuss mobile classroom scope of work, floor plan design, infrastructure requirements and budget.
From there, an initial design concept can be produced.

FINDING THE RIGHT FABRICATOR

Once the scope of work is determined and the conceptual design is complete. Guesscreative will gather quotes from qualified manufacturers / fabricators that fit the project needs & budget.

FABRICATION / DELIVERY

Guesscreative will coordinate fabrication & finishes with the selected fabricator. Our selected fabricator partners are able to manage transportation and logistics services, onsite installation, technical supervision and storage. Once the build is completed, it will be delivered to the site of choice.

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Recent Guesscreative Projects

CISE MOBILE RETAIL EXPERIENCE

28’ MOBILE POP UP SHOP DESIGNED, FABRICATED & DELIVERED TO ENABLE AN ONLINE RETAIL COMPANY TO SHOWCASE NEW PRODUCTS.

COMPLETED IN OCTOBER 2021
FABRICATED BY CGS PREMIER

VASSE RENDEZVOUS CONTAINER LOUNGE

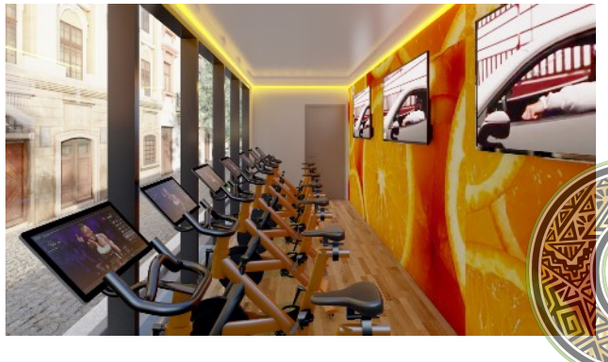
40’ HIGH CUBE SHIPPING CONTAINER DESIGNED, FABRICATED TO ENABLE AN OUTDOOR VENUE TO ENTERTAIN PATRONS.

IN PROGRESS (2022 ESTIMATED COMPLETION)
FABRICATED BY CGS PREMIER

LARRY JUNE MOBILE WELLNESS EXPERIENCE

40’ MOBILE POP UP DESIGNED & PROPOSED FOR LARRY JUNE. THE SPACE INCLUDES A JUICE BAR & A PELATON SPACE TO ENCOURAGE NUTRITION & FITNESS.

CONCEPTUAL DESIGN



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The Possibilities Are Endless. There's Only Now & Next.

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Thank You For Your Time.

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Contact.

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GUESTON SMITH

GUESSCREATIVE LLC
FOUNDER | CREATIVE DIRECTOR

MULTI-DISCIPLINARY DESIGN-ENTREPRENEUR

MISSION:
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KUBED LIVING
SHIPPING CONTAINER HOME DESIGN
HEAD OF DESIGN | OPERATIONS

USC SCHOOL OF ARCHITECTURE 2015 ALUM

HARVARD BUSINESS SCHOOL ONLINE -
ENTREPRENEURSHIP ESSENTIALS 2020

CONTACT:
https://linktr.ee/guestonsmith

EMAIL: GUESTON@GUESSCREATIVE.COM
PHONE: (817) 937-3793
WEBSITE: www.guesscreative.com
LINKEDIN: www.linkedin.com/in/guestonsmith/

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