

Ekayan


be one

# Our Vision

A decorative graphic consisting of several overlapping, rounded triangular and polygonal shapes in various shades of green, centered behind the text.

To empower people into making the best of the urban environment, creating benefits for them as well as the society by giving them tools to do so.

# Our Mission

An abstract graphic consisting of several overlapping, rounded triangular and polygonal shapes in various shades of green, creating a layered, mountain-like effect behind the mission statement text.

To have as many people as possible using MORE, collectively reducing the energy consumption at the same time helping them with urban utility.

# Our Promise

A decorative abstract shape composed of overlapping green polygons, resembling a stylized mountain or a shield, positioned behind the text.

To give functionality, removing common limits of the charging technology,  
harvesting energy for the phone from the environment.

# Our Communication

Establishing Ekayan as a brand in the field of wise usage of energy and resources.

Ekayan is to use technological and analogical solutions to benefit the individual and the community alike, to be one.

# Advocacy

Our brand talks about establishing reputation in the field of wise usage of resources and energy for the society with the society.

## Media

Facebook, Twitter, Website, Youtube

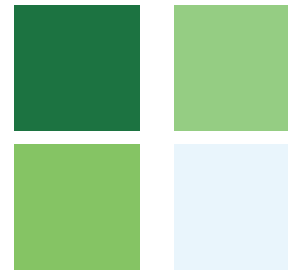
#caremore

#more2go

# Our Identity

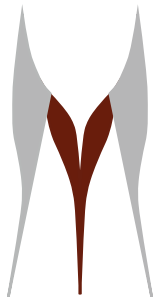


Ekayan

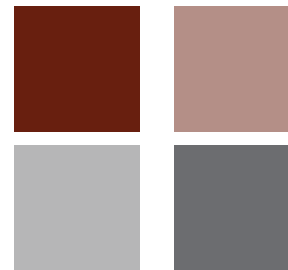


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bariol



MORE



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Adam

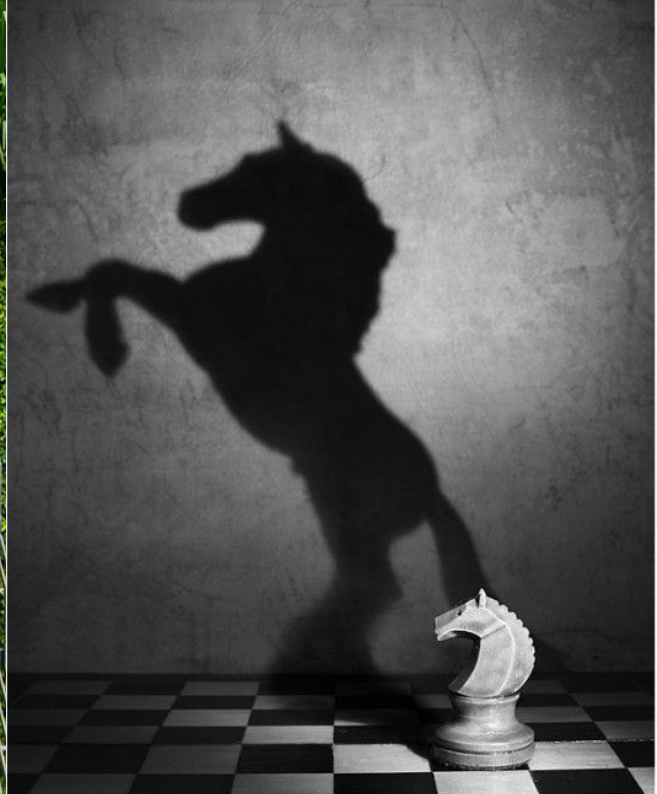




MORE

In the urban jungle be the tree









MORE Inspirations and values

Precision, Confidence, Sustainability, Urban mobility



A grey backpack with a red interior and red straps is sitting on concrete steps. The backpack is open, showing the red interior. The text "MORE is always with you" is overlaid on the image in white. The background shows a brick wall and a dark doorway.

MORE is always with you



Everyday life opportunities



MORE is for every day

Energy need



Constant energy supply



Digital services



Flexible



Secure valuables



Protected



Organization of equipment



Compact and organized



Fast moving



Easy access



After work hours



Water repellent





## MORE lifestyle

MORE wants to be the link between the person and the community. It connects the ever moving urban commuter, with its environment, letting him power its smartphone with the wasted environmental energy. MORE offers enough space for all the everyday items and electronics, at the same time grants anti theft features for crowded environment, without stopping the fast flow of the people in the public transports environment.



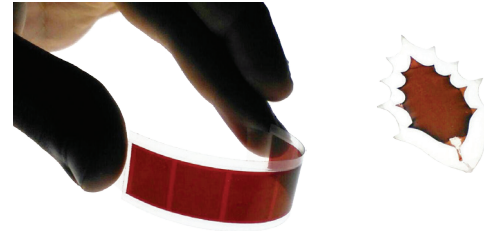
# Unique Selling Proposition

MORE allows a constant recharging of an internal power bank, via a solar panel integrated in the product that harvests energy from artificial and solar light alike.

## What makes our USP stronger?

There are 2.1 billion smartphone users in the world. The electricity production required to charge all of them requires 17.325 billion kg of coal. Also this energy is more than electricity required by 4.95 million houses every year.

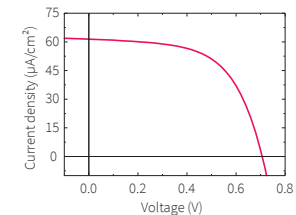
This is a very high concerned thing. Our product will be one step towards betterment and it will cause a greater impact in the direction of global energy consumption if utilised properly.



## PRINTED PHOTOVOLTAIC FILM

### ELECTRICAL SPECIFICATIONS

Open circuit voltage	0.7 V
Short circuit current density	30 $\mu\text{A}/\text{cm}^2$
Power conversion efficiency	9%
Fill Factor	60%



All parameters listed refer to a single cell, illuminance 500 lux.

J-V curve shown measured at 1'000 lux, source fluorescent tube lamp 6500K.

### CUSTOM PATTERN SPECIFICATIONS

Pattern resolution	> 200 $\mu\text{m}$
Minimum distance between cells [a] (series connection)	2 mm
Minimum distance from edge [b]	3 mm



Single cells can be combined into series connections in order to raise the voltage up to customer requirements.

www.ribestech.it  
ribes@ribestech.it  
c/o Italian Institute of Technology  
Via Pascoli 70/3, 20133 Milano (Italy)





# Competitors analysis



Converse



Eastpak  
Classic



If Bags  
Oz



The North Face  
Access pack



The North Face  
Microbyte



XD Design  
Bobby backpack



Solgaard Design  
Lifepack



Ekayan  
MORE



Everyday use

Analogical

Tech oriented

Travel oriented



Converse



Eastpak  
Classic



If Bags  
Oz



The North Face  
Access pack



The North Face  
Microbyte



XD Design  
Bobby backpack



Solgaard Design  
Lifepack



Ekayan  
MORE

Informal

Technical object

Formal

Hipster feel





Converse



Eastpak  
Classic



If Bags  
Oz



The North Face  
Access pack



The North Face  
Microbyte



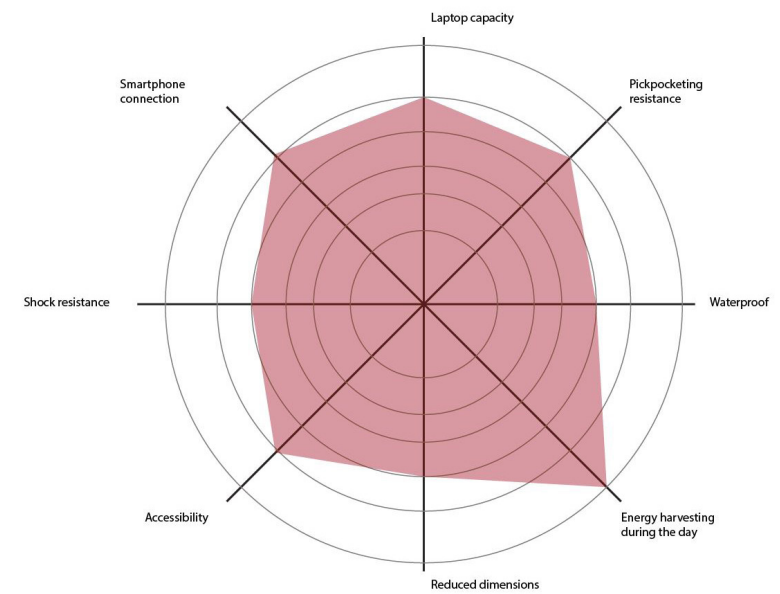
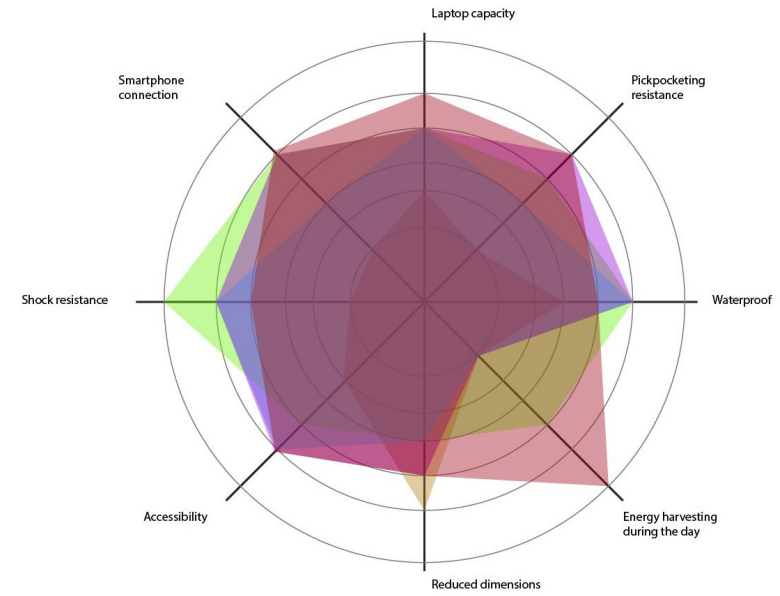
XD Design  
Bobby backpack

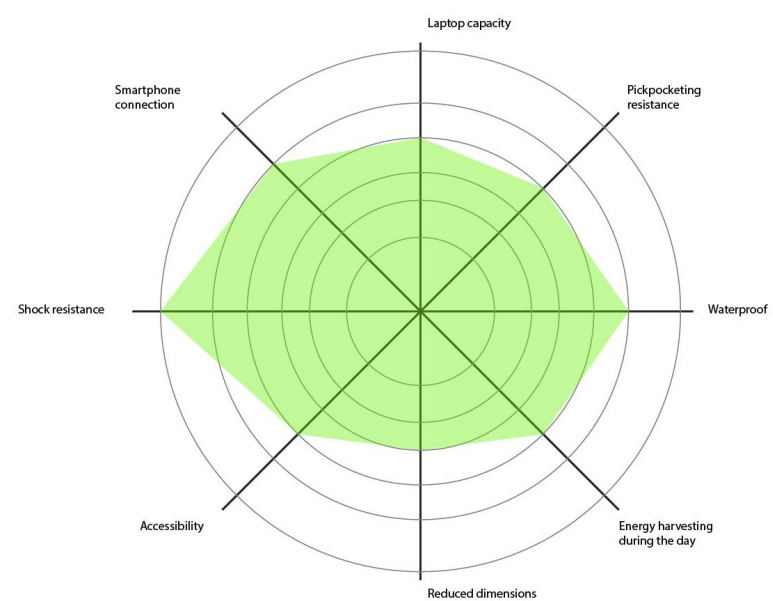
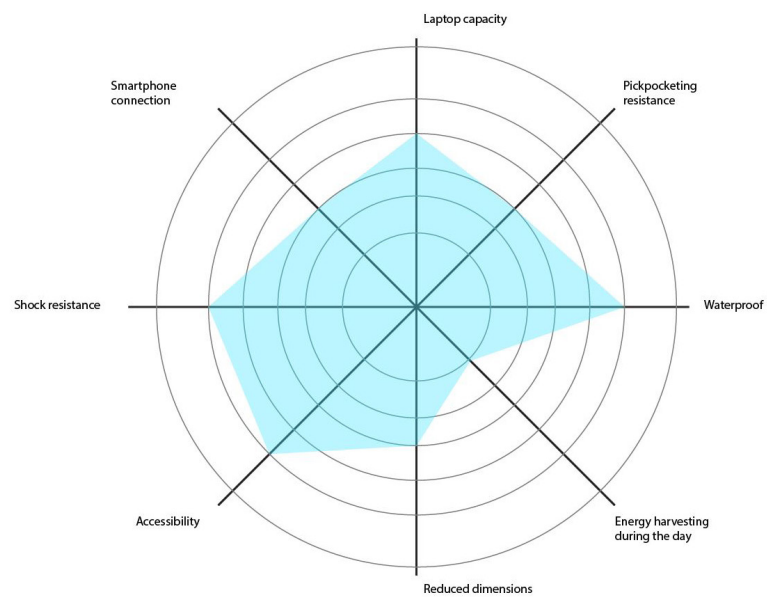
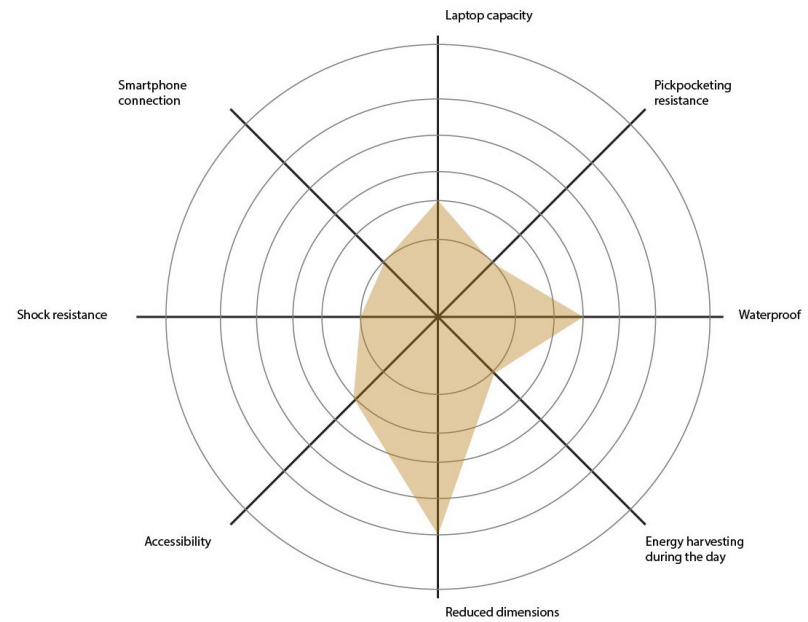
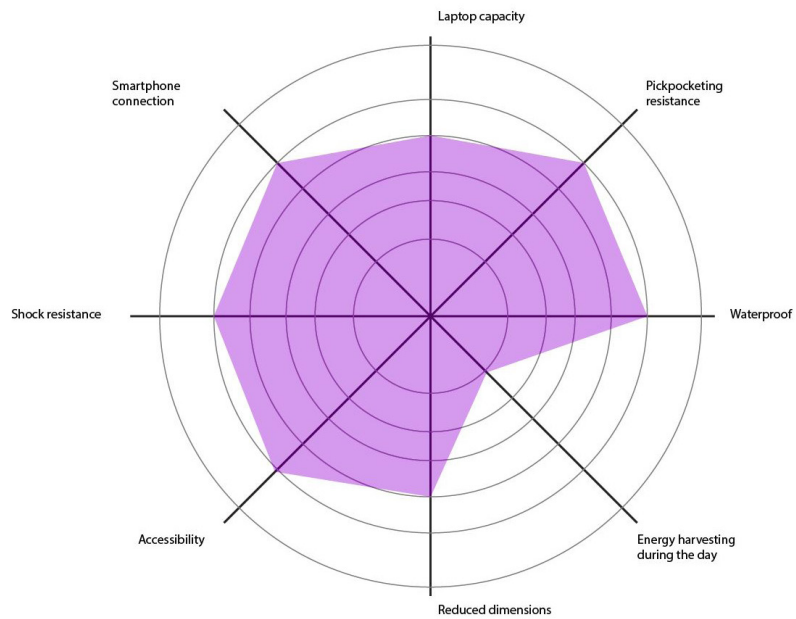


Solgaard Design  
Lifepack



Ekayan  
MORE





## Backpacks are everywhere



Cheap



Anti theft



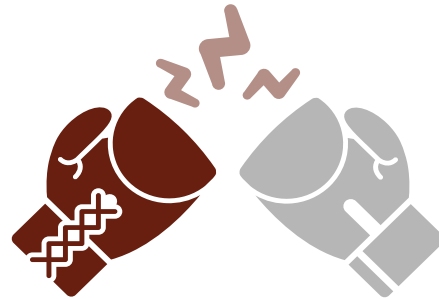
Solar powered



Quick to open



MORE



Indoor energy

Flexible

9.5 L capacity

Integrated powerbank

Water resistant pauches

Organized interior



Price range  
100 €



Price range  
300 €

Lifepack

Outdoor energy

Rigid and slash resistant

12L capacity

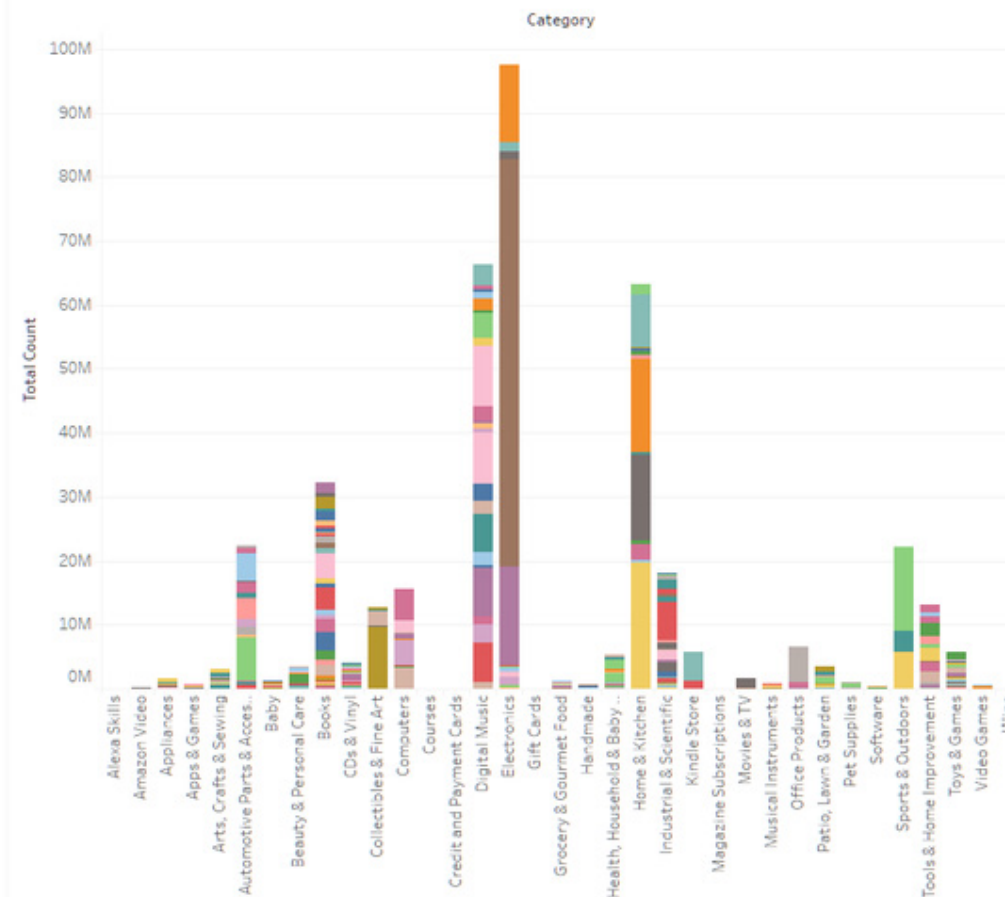
Integrated lock

Water resistant coating

Organized interior

Market trends

Number of Products on Amazon in December 2016

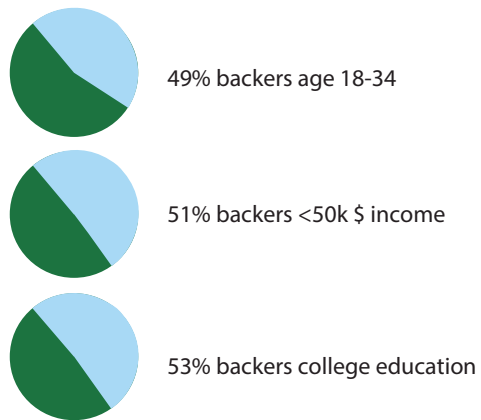


Importance of the electronical equipment for mobile in the online market



## Amazon insight on the online market

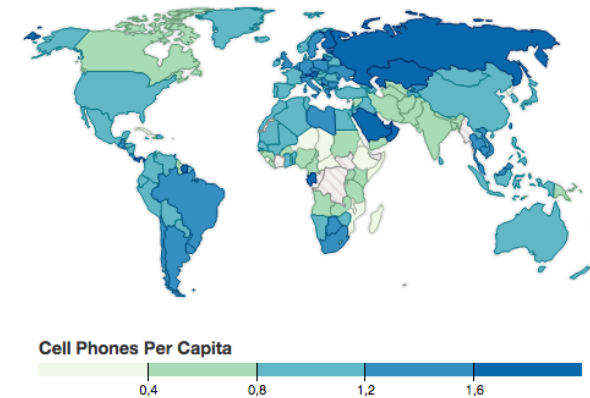
Around 600 backpacks projects on Kickstarter.  
262 projects being founded more than 100%



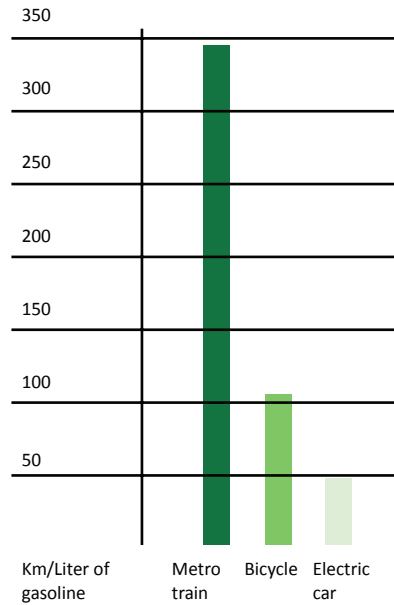
Kickstarter data 2014

In 2013 American bought 139.6 million backpacks.  
Unit sales of backpacks increased 4.7% by volume and 16.8% by value in 2013.

Number Of Cell Phones Per Person

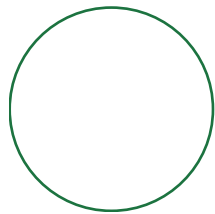


Smartphone units worldwide will increase to 2,87 billion by 2020. Today there are 2,1 billion smartphones worldwide.



The usage of public transports will increase in time. More people, but the structure will take a lot of time to adapt.

Crime rate and the widespread usage of the crowded public transport go hand to hand. Generating awareness on the topic.



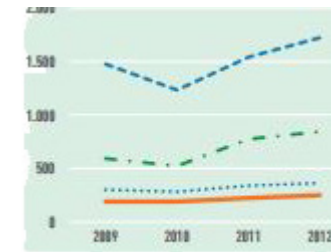
3 Millions people live in Milan.

Data from ATM October 2014;  
Città metropolitana di Milano January 2015

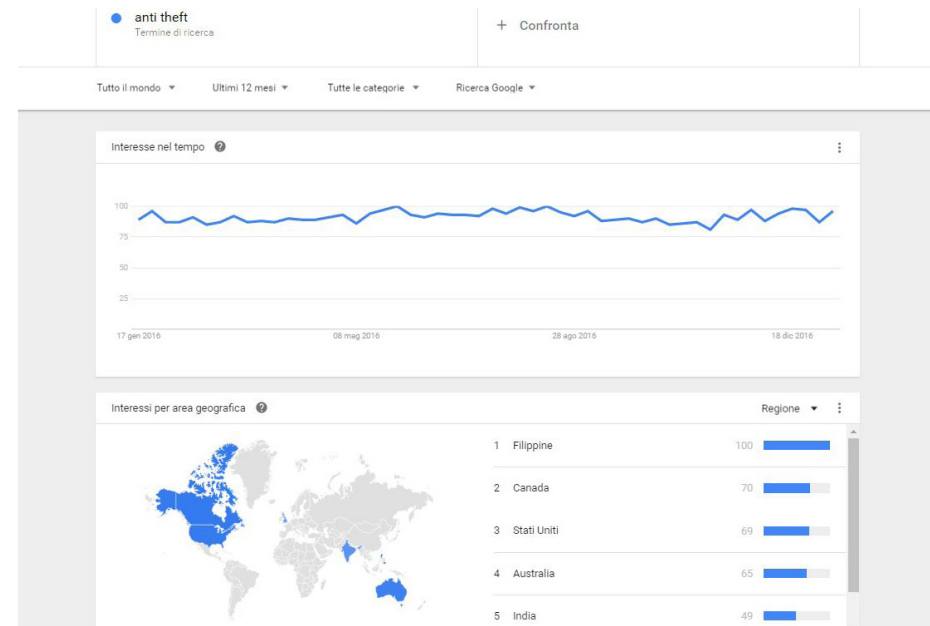


1 Million people take the Metro every day.

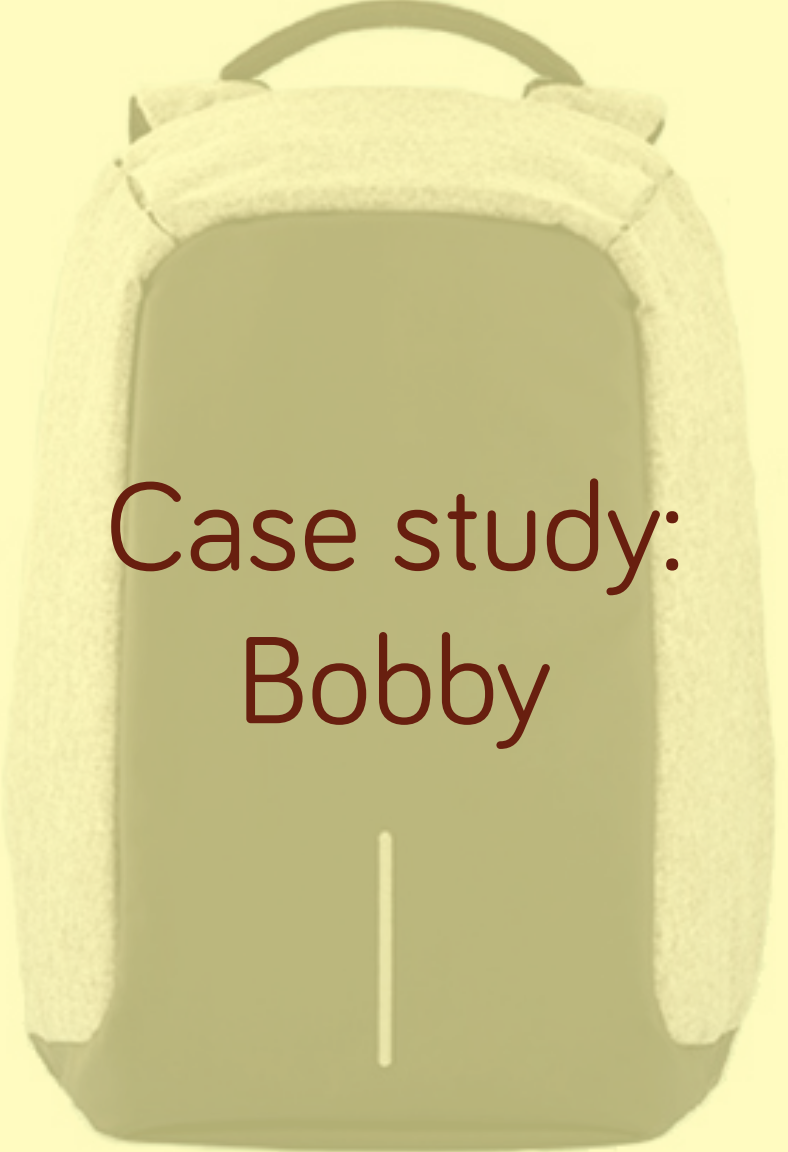
Dexterity theft ratio per 100 000 inhabitants.



Data from ISTAT report 2015







# Case study: Bobby

This example aims to show a campaign in which the focus resides on the problems of security of a big city, showing the features of a shield like backpack, with the aim to create an emotional connection with the potential user.

## Campaign and reach

The campaign started with a series of early bird options, that put the price way below the shown market price. 35£ on 80£, with a small reachable amount of backers 250 maximum, so this created a sense of urgency of a really good deal with a relatively small pool of people and at the same time the unknown increase of the successive reward (have to check if it is right). The second early bird deal was the most important at 40£, as the normal price for backing was 45£, because with its 500 backers maximum, so a total of 20000£, would allow the campaign to go founded by itself.

# Communication analysis

It is useful to watch with attention the first two updates of the campaign:

(<https://www.kickstarter.com/projects/257670560/bobby-the-best-anti-theft-backpack-by-xd-design/posts/1556984>)

The first one gave an independent reward from the campaign, a small cardholder as a reward from sharing on social media. With a screenshot of the share and an address sent via email it was an easy way to get something out of the sharing for all the backers! It is safe to assume it was intended for backers because, they would have to pay for delivery fees any way, and it was advertised on the campaign page, only after the campaign was already founded successfully.

(<https://www.kickstarter.com/projects/257670560/bobby-the-best-anti-theft-backpack-by-xd-design/posts/1560299>)

The second update added a feature, in this case an anti weather coating, to all the backpack the campaign was producing. At the end of the post the promise was to get more feature as more stretch goals were meet.

This tells a number of things on the decision making of the design team. The backpack was sold for half the price to get to the goal initially, and lacked a number of features that would have made it high end. The campaign was successfully founded at 20k£ but the first stretch goal was at 100k£ so the development of the campaign and the product was thought for a long term expansion, based on a high number of backers. to be able to increase the feature of the bag as time went on and as a result keeping high the expectation for what would have come next.

This detail is very important, as every stretch goal affect all the production, this method was able to keep high the interest of the people that had already backed the project, as the increased number of backers would affect their product as well.

More shares, means more backers, and for the company, not only money, but visibility as well.

# Narration and Narrative analysis

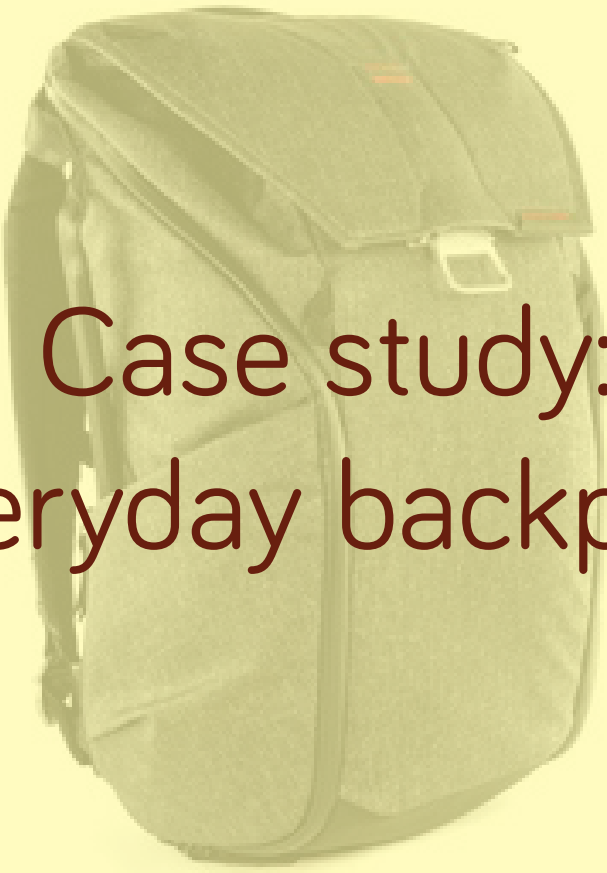
The video shows a normal chinese guy and girl hugging the backpack, saying it is a goofy way to go; the struggle of activating the card at the gates of the metro from inside the metro, an exaggerated struggle sequence that is aimed to say to the people: “it doesn’t matter if you are trying to be clever, the city will fail you with its poor constructed systems”; nervous and stupid accidents that ruin the day of somebody else, like the spilled water.

The parallel narration to the goofy and struggling chinese guy is the clever and overseas blond guy, who lives away from home, in an unknown and potentially dangerous environment, an example for all the other people of what being confident means, surviving without problems from the poor public structures and from a series of accidents that could happen to the person without its control like the spilled water on the backpack or being robbed by someone; all of this while travelling to work.

Both this two characters are everyday people, they do the same track every day from home to the office, use public transports and work in a modern style cubicle office. But the difference is striking.

This campaign shows you two persons, who you are, the chinese guy, and the better confident version of yourself, that bends the objects that surrounds it to its will, being cuddled by them, like they were pets. The only thing that take apart you from this person, represented by the blond guy, is the Bobby backpack. A click away from being confident and successful.

Most related term for google with “anti theft”.

A dark green, multi-pocketed backpack with a flap closure and a metal buckle. The backpack is shown from a three-quarter view, highlighting its various compartments and straps. It is positioned in the center of the slide, behind the text.

# Case study: Everyday backpack

This example aims to show a campaign that is heavily focused on the product and the features it has to offer. It takes the world of photography as a starting point to build interest on a high end organizer bag. A pricy solution created by someone like you a photographer that spent years developing the product of his dreams.



## Communication analysis

There are two key parts of the narrative of this campaign, the feeling of authority given by the expert producers and from the press and photography studios that were requested to review the product, the second key point is the word “everyday”. Both of these words are connected, because the people that want to buy this sort of product are the ones that know about the photography world enough to see the value of the various features, and at the same time know of the reviewers, and what they do. So everyday is not your everyday, but the everyday of THEM, with the expertise and the success that you want when going into the photography worlds, or any world really, how can my everyday be less amateur and more professional? Being organized for your photography trips is a must, all that pricey equipment you have struggled to buy to work a little bit better, to step up your game, to make the best of what you have while keeping it at the best possible condition.

## Narration and Narrative analysis

A bag that thinks not only to the super high end gigs but to the everyday life of a city person that wants to be somebody professionally. The campaign shows a number of different products and setting, to make you feel how personal this bag can get, how well can you feel it tailored to your body, the kind of bag adapts to your lifestyle, going by bicycle, walking around, showing a number of different settings, from the office, to a normal city sight, to an outdoor excursion. All of this has the purpose to prove to the potential user that the bag is the right one, with the right amount of flexibility, price point and space, you just have to decide which one is the right one.

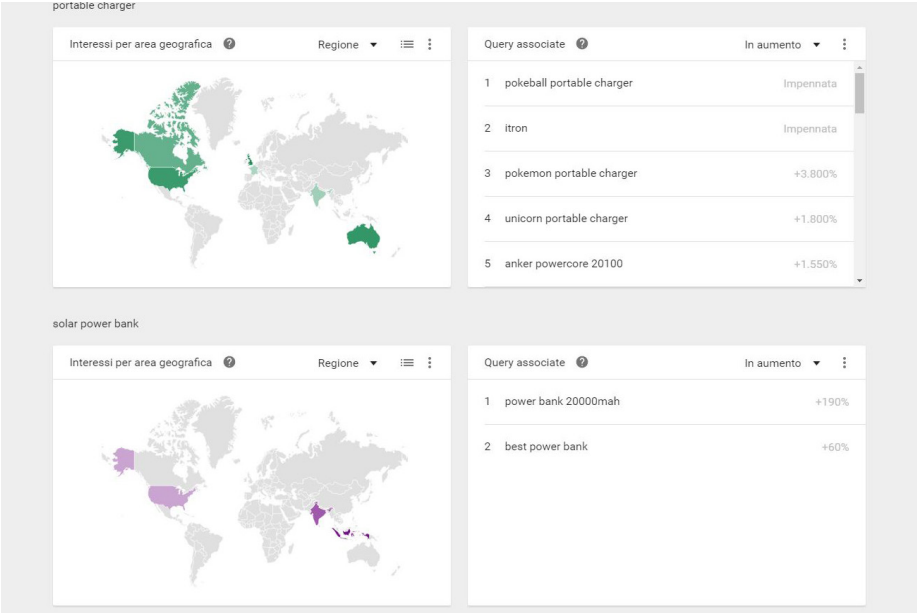
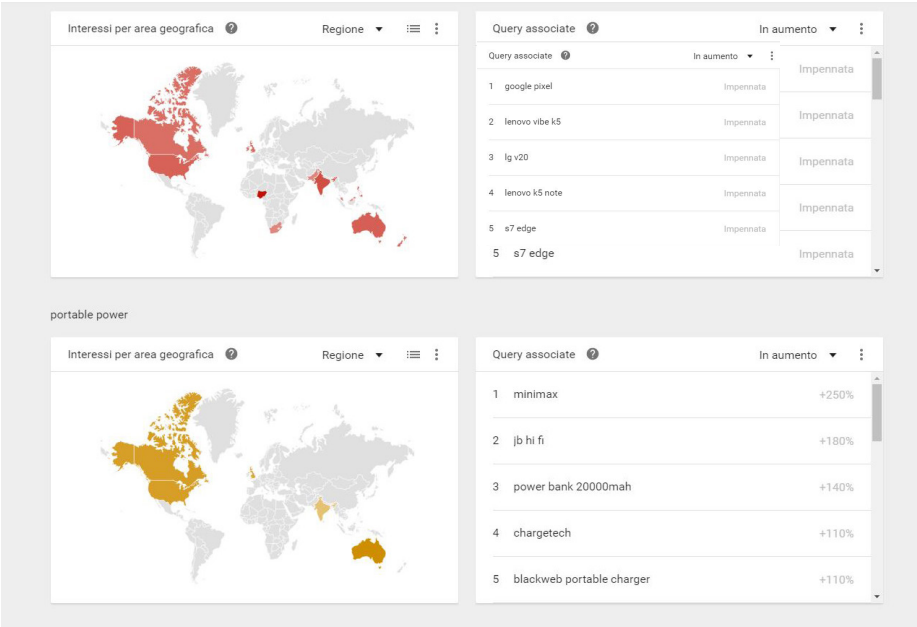
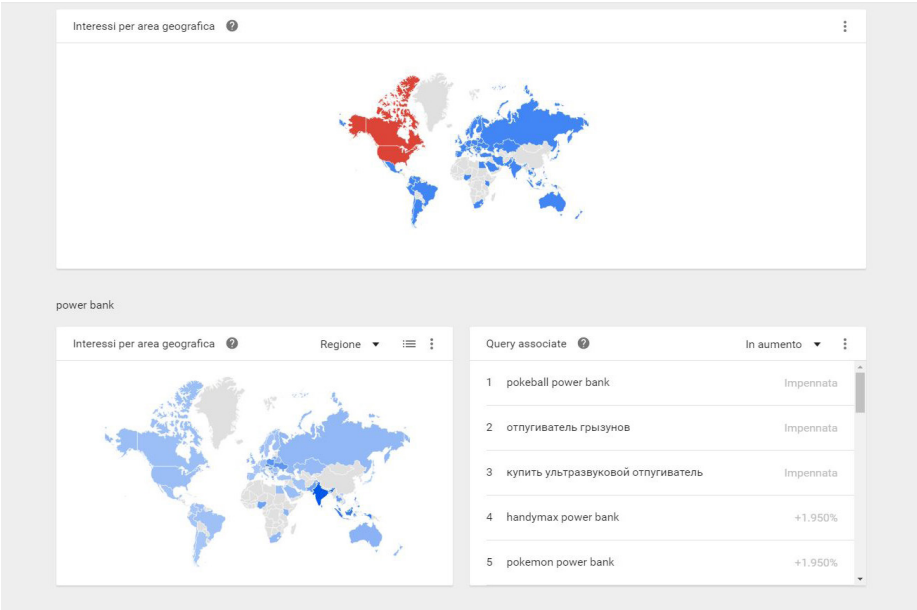
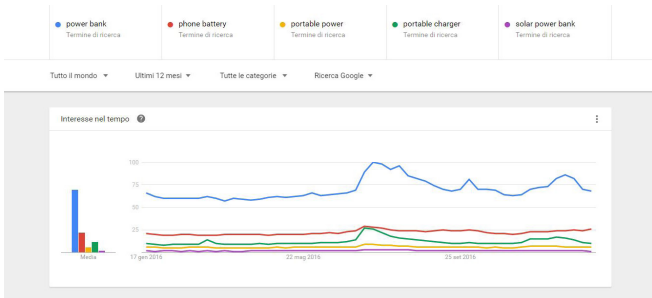
This kind of choice was well planned because doing the choice basing it on photography is easy as the equipment one has, or plan to have dictates the choice. But the whole video and page bases itself on the big bag, that while is perfect for photography has the most chances to be bought by not photographers. Showing as much features as possible to impress and resonate on the web, via authority and a well dosed pride.

As the headline of the campaign says: "The world's best everyday bags. Designed by photographers to revolutionize camera carry, but built for everyone to organize your life."

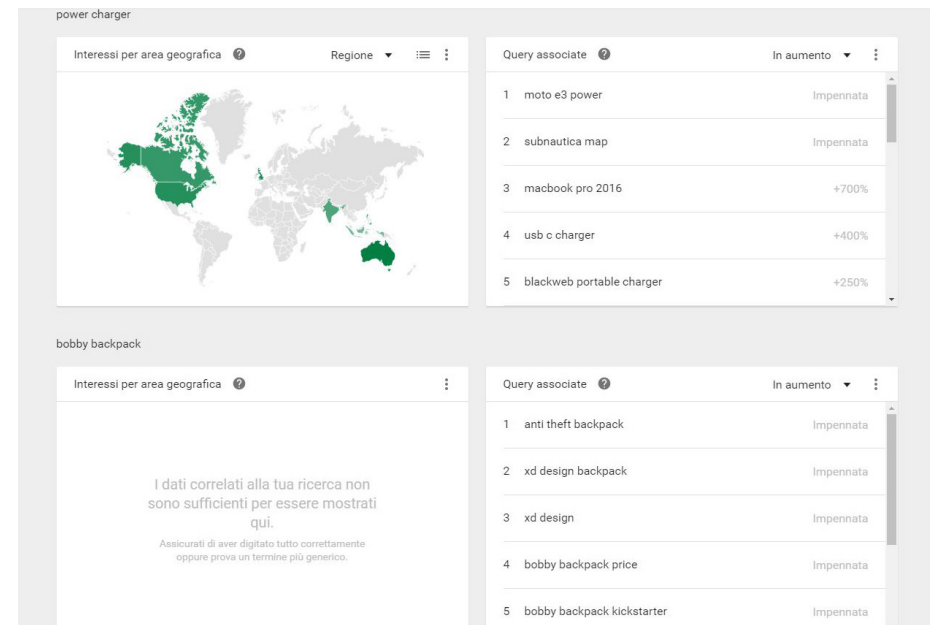
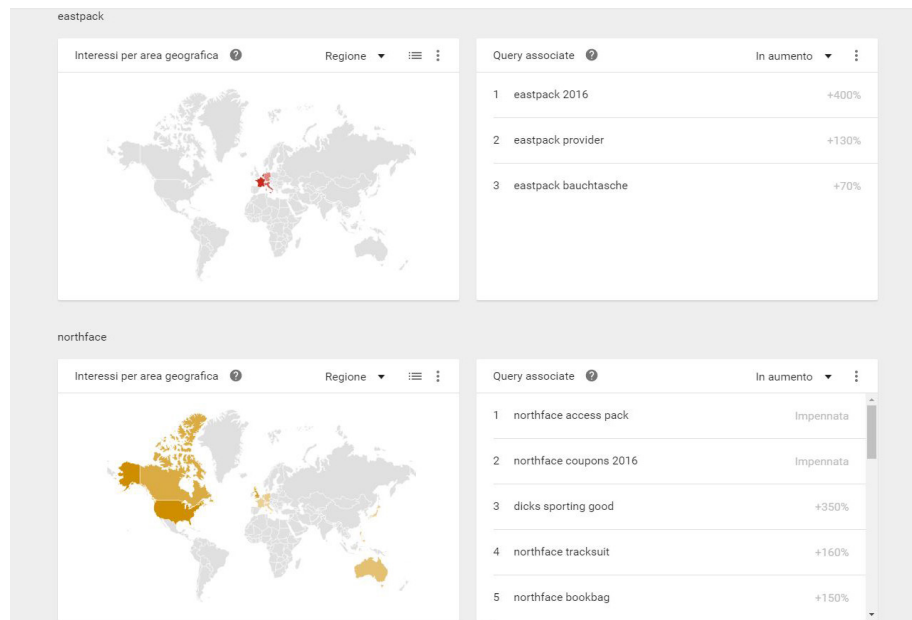
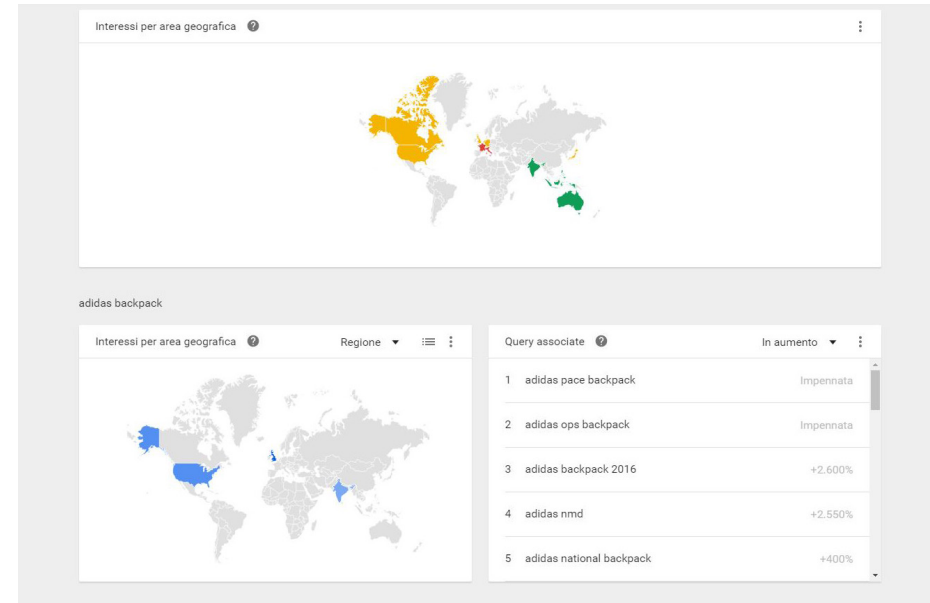
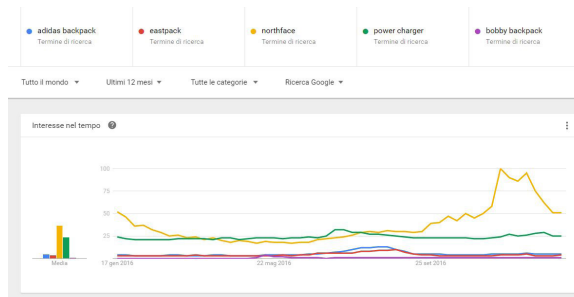
# Keywords analysis

How does the online community speak

# Google trend year analysis on words concerning power storage.



Google trend year analysis on terms about backpacks brands, in context with a power source related term.



In conclusion we can say that the most used keywords related to “backpack” and its derivate are brand names.

The association with the keyword related to “power bank” and its derivate are either functional specifications or brand names. It is easy to associate to smartphones.

The spread of the various brands in the world are depending on their fame. Instead the power related terms, in which solar variation is still weaker, are of more a worldwide interest. And for this reason are more used worldwide but less used in the specific areas.

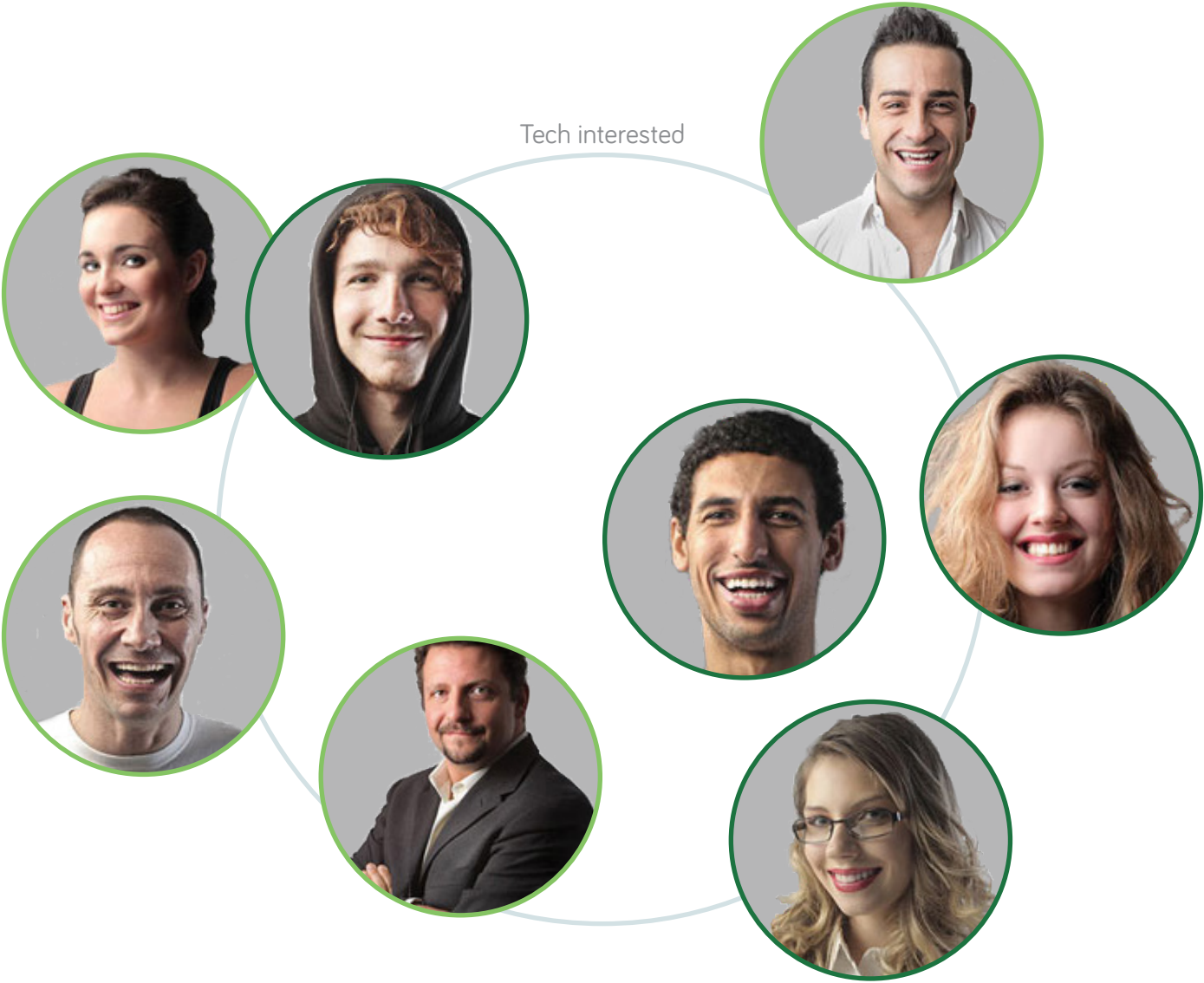
User ID



Communication targets



Potential buyers



Functionality oriented

Lifestyle oriented





Name: Interested Andrea (M)

Archetype: Technology enthusiast, in search for knowledge

Age: 34

Profession: Accountant

Description: Andrea lives in Milan from the day he was born, is always on the edge of technology, not only in the field of smartphones and computers, but even in the smaller smart devices, that he is inclined to try, even just to see if the thing is good for real!

Over time it started to share his opinions on technology on facebook and twitter, he is always sharing the interesting things he sees. He had bought numerous sets for electronics, to learn about this world and the technology it relates to. Because of the lack of time during the day and more cautious with trying things out, now the really cut edge technologies are something he buys to try!

Quote: "Understanding technology and trying to build things brings always satisfaction"

Keywords: Tutorials, DIY, Edge, Technology, Give opinions, Try

Goals: Understanding the technology behind the various devices

Frustrations: Not being able to experiment with electronics because of a lack of time

Interests: New technologies and edgy gadgets

Devices: Smartphone, home desktop computer

Social Networks: Facebook, Twitter, Youtube

Info tools: Forums, Blogs (Instructables, How stuff works), Youtube tech related channels (LinusTechTips, Techquickie, Unbox Therapy)



Name: On the move Beatrice (F)

Archetype: Organized student, searching her own way Age: 20

Profession: University student, Literature

Description: Beatrice lives in a town near Milan, and easily reaches her destination by metro. She starts her journey near the start of the track so she can always find space to sit on in the morning rush, but is true the opposite for the comeback journey in the afternoon, in which she is always standing in the crowd.

Beatrice is a very communicative person and likes to interact with people, she even managed to get to know people inside the metro train! She likes to write and to share real life extracts with friends and contacts on social media. She started her own blog on art and fashion, and hopes that this passion could evolve into opportunities for the future.

Quote: "I always try to interact with the people I know in the metro"

Keywords: Organized, culture, planned, fast

Goals: Not worrying about possessions to make the most out of travelling

Frustrations: Crowds are a disturb, does not feel safe for her important belongings with so many people

Interests: Art and sculpture, fashion magazines

Devices: Smartphone, Tablet, Laptop

Social Networks: Facebook, Instagram, Snapchat, Blog

Info tools: Facebook pages (Insider, buzzfeed), facebook friends, Instagram, Blogs (neat organized things,



Name: European Giovanni

Archetype: Multicultural, explorative, web exploiter

Age: 42

Profession: Professor in Computer Science

Description: Giovanni went along the academic career as a way to understand and develop technology for the environment. He is required to travel around Europe a lot for work, and misses his family a lot when this times are on. He makes the most out of travel as he is passionate about photography. He was called to write for Wired Magazine as he is considered an expert in the relationship between humans, technology and nature. He likes to get personal and to answer to the comments under his articles and personal posts on social media alike. He is inclined to share the interesting things he comes across to his contacts and public pages on social media.  
Quote: "Tech is a dream and a way to improve the future"

Keywords: Technology, Lifestyle, Europe, Travel, Plane

Goals: Being always online to keep contacts with loved ones and friends

Frustrations: Constantly moving around means to be concerned about belongings and organization

Interests: High end technology solutions, Photography, travelling for leisure.

Devices: Smartphone, Home desktop computer, smartwatch, Work laptop

Social Networks: Facebook, Twitter, Comment section (Wired, major newspapers' website), Instagram

Info tools: Twitter, Newspapers' website and apps (Corriere.it, Repubblica.it), official publications, Wired.



Name: Jumper Marco

Archetype: All rounder that tries to do everything at the same time, to live life at its fullest

Age: 23

Profession: University student, mechanical engineering

Description: Marco likes to live his life as full as possible, he does not want to miss out something, he does social work for the homeless one night per week and he is concerned about people. He likes to get interested about the people he knows and to keep in contact with his friends. He has a lot of friendly relationship with people with very different interests between one another so he naturally started sharing some of the most interesting things he get to know of. He is always moving around in Milan even if he lives in a city near by, so often times he gets home very late. He does not like the metro and the train much, so he started taking the car more and more often, but he still needs to take the metro from time to time to move around inside the city. Quote: "How is going on my friend?"

Keywords: Friendly, Active, full, studying

Goals: Doing everything that interests him

Frustrations: Managing relationships, study and equipment with such a busy life is difficult.

Interests: Cars, nights out, board games, social services

Devices: Home desktop, Laptop computer, Tablet, Smartphone

Social Networks: Forums, Whatsapp

Info tools: Web, Tv news, Forums (case by case search with google),

Youtube (video feed by the platform, suggested videos)



Name: Flowing Giulia

Archetype: Planner and next step oriented

Age: 25

Profession: Junior Marketing Manager

Description: Giulia is at her first job, an opportunity emerged from the internship she did during her master degree. When going and coming back from work she is always on the move, to the extent that she chooses another path for the same destination just to not stay put and wait for her transport to come. She did a number of trial and errors to get to know her favourite routes to go around in the city without being late! She likes to go with minimum weight. She is always looking at her phone, to keep fresh her relationship with university friends, and to watch picture on social media and to share pictures taken on her phone. It happened one time while she was using the phone that someone stolen it from her hands, so now she is more aware of the pickpocketing problem in the metro.

Quote: "I always have to hug my bag whenever I go in the metro."

Keywords: Commuter, First Job, Swimmer, On the phone

Goals: Trying to go with minimal equipment to lessen the fatigue as much as possible.

Frustrations: Being on guard toward the other people in the metro, the way from workplace to the station in late hours

Interests: Swimming, Legos, Jewelry, taking pictures with her phone

Devices: Smartphone, Laptop computer that she uses for work

Social Networks: Facebook, Instagram, Pinterest

Info tools: Facebook friends, Newspaper website, TV News.



Name: Thinking Diana

Archetype: New excited explorer

Age: 20

Profession: University student, Philosophy

Description: Diana has just recently started going to university and has recently moved to Milan. It took some time to adjust to the new lifestyle and to live with flat roommates, now she has a lot of friends in the city, both from university classes and from random encounters. She likes to go out with her friends at evening after university, and she does not always has time to go home to put down her things at home. She cares about the environment and likes to have what she needs in term of technology and nothing more. She generally treasure her possessions and likes to treat them with care.

Quote: "Living life in the way you think is right is better than doing what everyone else says is right"

Keywords: Independent, Environment, Minimal, Future

Goals: Finding her way, by constantly be better than the day before

Frustrations: Being on limited budget she is always afraid of ruining her stuff.

Interests: Modern english literature, travelling, eco-friendly solutions,

Devices: Smartphone, Laptop, Tablet

Social Networks: Facebook, Instagram, Pinterest

Info tools: Facebook links (9gag, travel fanpage, insider travel), web (design you trust, Pinterest-DIY-Recycling), podcasts (BBCone)



Name: Active Mario

Archetype: sporty health oriented guy

Age: 23

Profession: University Student, IT Technology

Description: Mario is an all round person, that strives for mental and physical wellness, he is a sport enthusiast, and has a group of friends that share his football passion to play with. He is a student and a follower of the technological field, with its new trends and its endless possibilities. He goes to university depending on the day in various way, ranging from the metro, to the train, to the bicycle. His journey depends on where he stayed to sleep, if at home or at his girlfriend house. He likes a lot to ride the bicycle, but he uses the metro a lot, to go around the city. He conducts a fairly busy life schedule, as he likes to do a lot of things, and for this reason when the battery of the phone dies is for sure the lowest point of the travelling of the day.

Quote: "Nerd is the new cool"

Keywords: Sport, health, lifestyle, friends

Goals: Change the culture around tech, being quick in using his equipment anywhere at any time.

Frustrations: having a non fitting bag, having more things than necessary, changing bag if going with the bicycle, having no battery life on the phone

Interests: Technology, lifestyle, physical exercise, bicycles

Devices: Smartphone, laptop, smartwatch

Social Networks: Facebook, Instagram, Twitter

Info tools: Twitter, specialized blogs/web pages in technology (Wired, Insider, Internationale), Youtube news and culture videos (Buzzfeed, Breaking Italy, Casey Neistat vlogs, brothers green)



Name: Linear Simone

Archetype: Relaxed precise hardworker

Age: 35

Profession: Office worker - visiting worker for software coding

Description: Simone is an expert in software and technology and likes a lot to be organized and essential. For his work he has to go around in other offices for his company services. He has to bring home his office laptop almost all the weekends and has to bring it around during his visits around the city. He goes to meetings a lot, to consult companies, and it happens very often that he meet clients outside the office, sometimes not even at their office, but for a fast business launch or cafe meeting.

He takes more responsibility as they are an evolution of his career, but he knows that this constant moving can make him lose track of his equipment.

Quote: "No stress in life is more a mindset that a situation you find yourself in."

Keywords: Organized, Minimal, Tech-oriented, on the move, kindhearted.

Goals: Finding his own dimension and space regardless of space and situation.

Frustrations: Jumps from office to visiting offices of other companies, everything gets messy, he does not want to get confused as it increased only his stress

Interests: Design, Movies, going out with friends, Gadgets

Devices: Smartphone, Home desktop computer, Office laptop (to carry around)

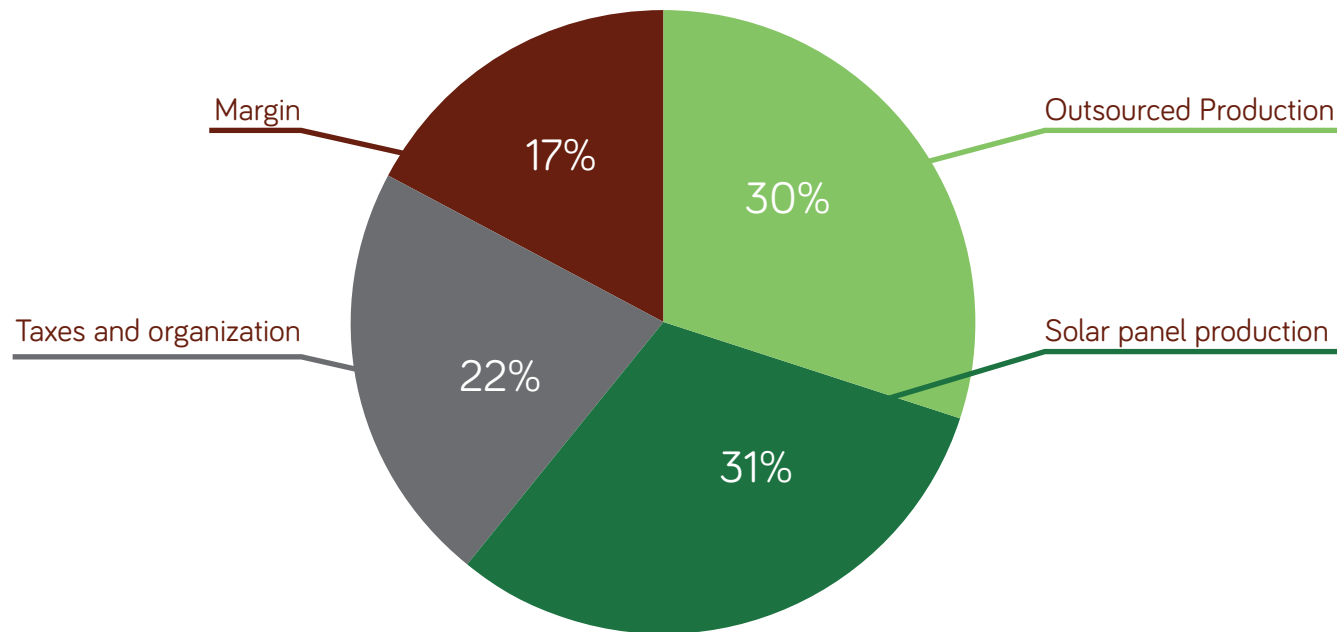
Social Networks: Instagram, Whatsapp, Pinterest

Info tools: web pages, blogs, Newspaper website.



Costs

## Costs and production



Margin to be used into  
funding new projects

Price on kickstarter  
100 €

Funding goal  
50000 €

Production goal  
500 units

Item	Price per unit	Number of units	Unit	Price	
130 cm Zipper	3€/unit	1	Unit	3,9€	
30 cm Zipper	1€/unit	6	Unit	6€	
Straps 25 mm width	1€/m	2	m	2€	
Magnet clip	1,3€/unit	2	Unit	2,6€	
Reflective fabric	30€/m	0,02	m	0,6€	
Grey nylon	9,4€/m	1	m	9,4€	
Red Lining	3,5€/m	0,4	m	1,4€	
100 m Weak thread	1,8€/unit	2	Unit	3,6€	
Black plastic bridge	0,185€/unit	2	Unit	0,37€	
Net fabric	4,50€/m	0,2	m	0,9€	
3D mesh	10€/m	0,8	m	8€	
White padding	4€/m	0,4	m	1,6€	
Elastic band	1,20€/m	0,1	m	0,12€	
Black edge cover fabric	1,10€/m	1,5	m	1,65€	
(Single backpack, materials bought in Italy as Private.)			Total material cost		42,14€

Desired production is of 500 units, to have a realistic price of the high end components.

Production facility, outsourced in Bulgaria, estimate, for manufacturing and materials (20€/backpack) (at 500 backpacks 10000€)

Increase of budget for special material to be provided (4€/backpack) (2000€)

Ribes tech Photovoltaic film (20€/piece at 500 pieces in volume) (10000€)

Delivery to production plant (100€/batch of delivery for a total of 5 batches) (500€)

Total cost for electronics and battery (5000€)

Increase of cost for assembly of electronics (6€/backpack) (3000€)

Logistics for the 6 months of production period (1000€)

Final estimate for price of production (31500€)

Taxes and organizational costs (10000€)

Kickstarter funding goal (50000€)

Margin (8500€) (17%)

# Our Campaign

# Our Campaign

## Goal

To reach as much as people by generating awareness about energy and resources to gain curiosity and interest in MORE a backpack which charges even through artificial light.

## Concept

MORE is a compact backpack with solar panels which are capable of charging even in artificial light as a key selling point. We intend to push the point of wise usage of energy and resources by generating awareness and movement on the same topic to have a goodwill reputation for betterment of society and nature.

# Our Campaign

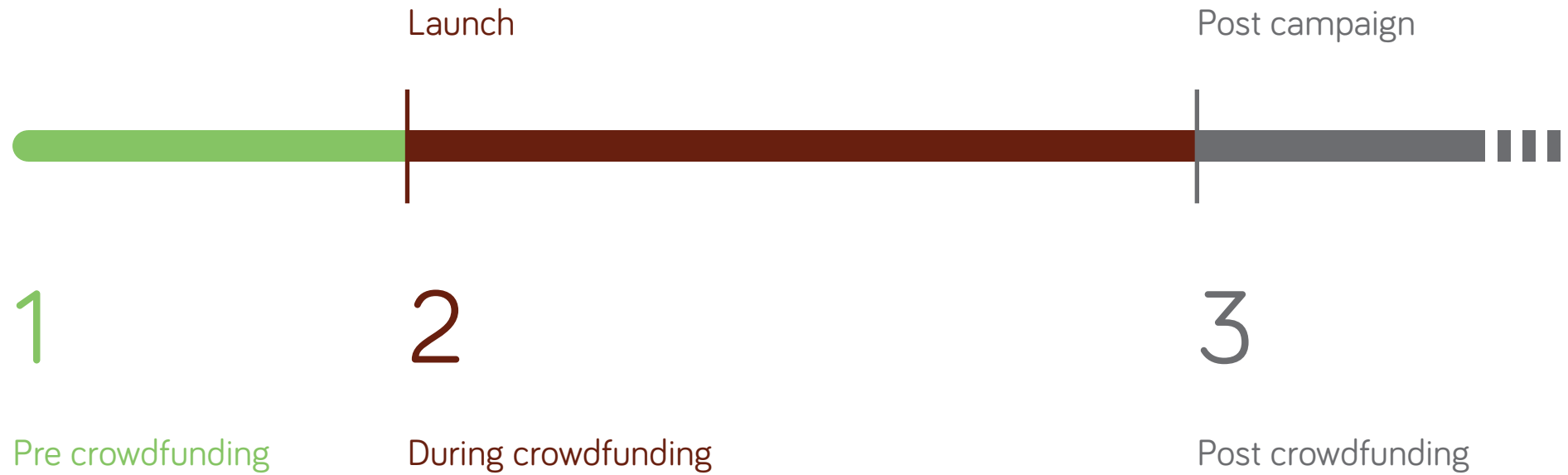
## Media Flow

- Blog posts on website then sharing it on fb, twitter
- Video posts on Youtube and facebook then sharing on other forums
- Instagram for related images of the ongoing posts on other forums
- Newsletter to be signed up on either website or facebook

## Brand Identity

Ekayan being our brand our main goal is to work in the field of wise usage of energy and natural resources. MORE is just a first step in this direction, hence we want to push Ekayan as a brand to establish some reputation on media channels. Hence we will generate identity of Ekayan first and through it the products will be campaigned. As a result of it all of the media campaign will be under Ekayan pages/profile/website.

# Our Campaign





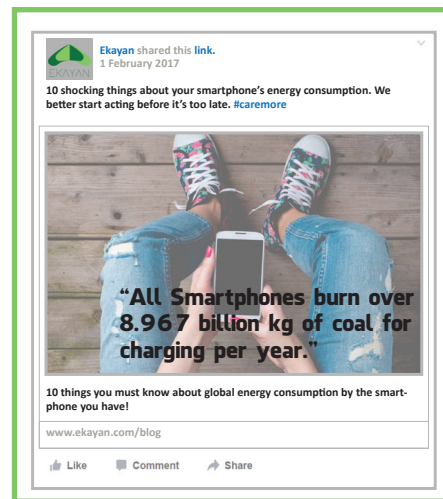
# Generating Identity

Going online

Awareness content

Press and competitions

Teaser



# Generating Identity

Going online, Day 1 to 3

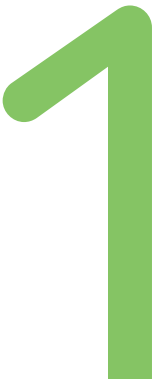
- To open pages and profiles on media forums with the name of our company Ekayan as well as a website
- With having strong a visual identity as a brand

Beginning the awareness content delivery, Day 4 to 20

- Content- a dangerous amount of energy and resources usage, ways to use energy/resources wisely, various new updates about green energy usages, stories of people who dedicate their life to saving earth with various means, how can we save earth with little steps, to do tasks
- Posting blog about above topics on website and sharing it on social forums
- After generating enough content for start, beginning to share the page and profiles to masses
- Ways to share it to maximum people- by contacting famous profiles/pages, bloggers, vloggers to share it, by collaborating with organisations which are already in the same field for mutual reach
- Above content with stressing on Ekayan as a brand

To do competitions, Day 21 - ...

- After having good amount of audience (approx. 2500 likes/subscription) linked to the profiles, starting to launch simple contests to save energy or resources and by offering the winners a tag or a gift. Tag will be like a medal which they can share with people and start a movement to save Earth.
- The posts from the topics mentioned above will still be posted



# Pre Launch

Teaser

Launch



Sneak peak to authors  
and bloggers

# Pre Launch

Teaser and coming soon, Day 45 – 60

- While above activities are going on, stress on solar energy utilisation
- Followed by teaser posts about MORE with glimpse at looks
- Building it post by post leading to declaration of crowdfunding campaign
- Resulting in countdown posts for campaign gaining interest of people by showing more features and how it utilises energy which is already spent

Pre-Launch, Day 55 - 60

- Contacting bloggers, vloggers and forum admins for launch
- Giving them sneak peek before others



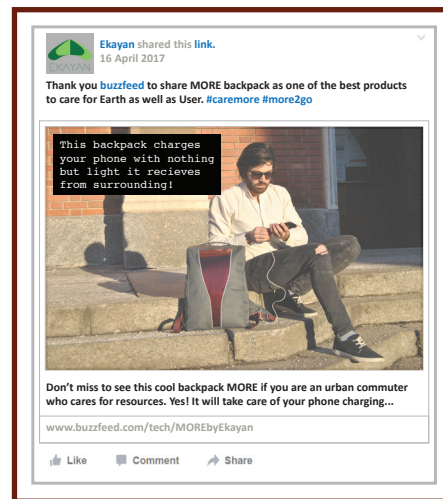
# Keeping the awareness

Product features and material

Sharing mentions

Campaign updates

Countdown for ending





# Keeping the awareness

LAUNCH, Day 61

Post Launch, Day 61 - 95

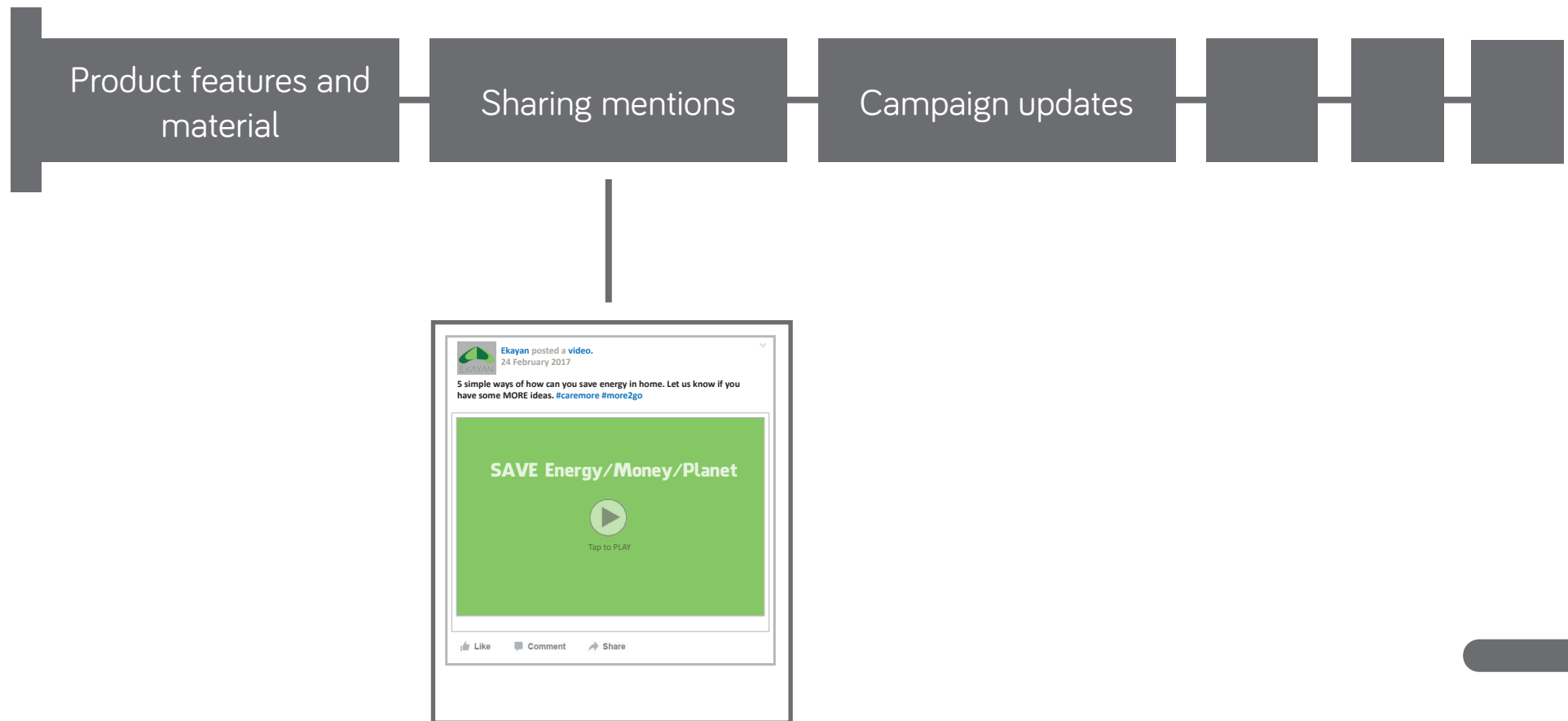
- After launch, regular posts about MORE and it's features
- While the awareness posts still go on
- To do competition posts will offer prizes related to MORE
- Videos and more content related to More
- Sharing posts sent by other forums, blogs and websites regarding MORE
- Posts regarding status of crowdfunding campaign

Countdown to crowdfunding campaign's ending, Day 96 - 105

- Countdown posts regarding the campaign with posts about MORE and how it is a great opportunity to grab it
- By showing the data about how many people already ordered



# The community



3

# The community

Thank you and follow up, Day 106- ...

- Thank you post for everyone who helped directly or indirectly
- Status about production of MORE
- Posts regarding awareness will keep on going
- Declaration of delivery beginning
- Posts about customer reviews
- Posts about MORE
- Followed by information regarding online shopping of MORE.

What next? Day 1 - ...

- The glimpse of upcoming project after MORE for the same cause by Ekayan...

# What's next?



As Ekayan we really #caremore about clever usage of energy and resources. MORE is just a first step with many #more2go...