

Ana

Noun | \uh-nuh, uh-, ah-\

1. Grace; Favor

2. A collection of anecdotes or interesting information.

Par

Noun | \pahz; Spanish pahs\

1. Freedom from disturbance; quiet and tranquility

TAKE RISKS.

If you win,

You will be happy.

If you lose,
you will be wise.

Anonymous

1 SPOTON

2 MYSTIKO

3 MIDL TOWN GARDEN
4 FRUTTOX
5 L'AUTOMNE

A close-up photograph of a person's hand gently holding a young child's dark brown hair. The child is sleeping peacefully, with their head resting on a blue blanket featuring white stars. The scene is set outdoors, with a wooden railing and greenery visible in the background.

SPOT ON

Overview

There are 2.4 million of people abducted today. According to the U.S Department of Justice Reports, there are more than 800,000 child abductions each year. Spot On is the new hope for parents and children. It is a security system that incorporates innovative new technology with the fusion of smart-fashion and technology.

Background

Spot On was created to bring awareness to parents and help them protect their children from the new threats that can easily happen during their childhood. Spot On consists in an app with information about human trafficking, kidnapping and tips on how to act in a situation of danger, real life stories, a tracker system that generates fast alerts. The tracker consist in a innovative technology which is connected to a piece of jewelry that can be activated by touch and the distance between the app owner and the chip implanted into the jewelry to send a fast alert to the Spot On center which starts an investigation with the child's location of device activation, first calling the person to see if it is a mistake, then contacting the police and family to create a wave of fast response. The chip implanted will always show where the child is in the Spot On map in the app.

Competitors



Characteristics

Secure Tracking
Educational Content
Innovative technology
Fast and effective

Strengths

- Non-profit organizations for national awareness (NCMEC/Istand),
- Growth of educated parents The scale of awareness growing.

Opportunities

- A great space to provide parents with information about human trafficking.

Weaknesses

- The heavy usage of social media an internet Technology growing.

Threats

- Continuous growth in Social Media usage
- More parents with smartphones
- Heavy trend of accessories
- Organized crime
- Non-aware parents
- Growth Child abduction cases
- Parties where children are easily exposed
- Desinformed parents
- Huge naval traffic. Ports with easy ocean access.

Be The Light



Micro technology
Safe cover partitions from skin
Safe for babies and kids



USA

2.4 million of people abducted today.

The World

an average of 2,185 children being reported missing each day

Threats

spot On

Gps tracker
Distance Alert
Disguised



Fast response
Hot line
High Tech



Target Market

Primary target audience

Millennial Parents 25-39

They are well educated and technologically savvy. They are professionals and busy most of the time. They care about their children, they believe that education and security is fundamental. That is why they encourage their children to study and to follow rules for their safety within the first period of childhood.

Secondary target audience

Children between 6 weeks to 12 year old.

Marketing Goals

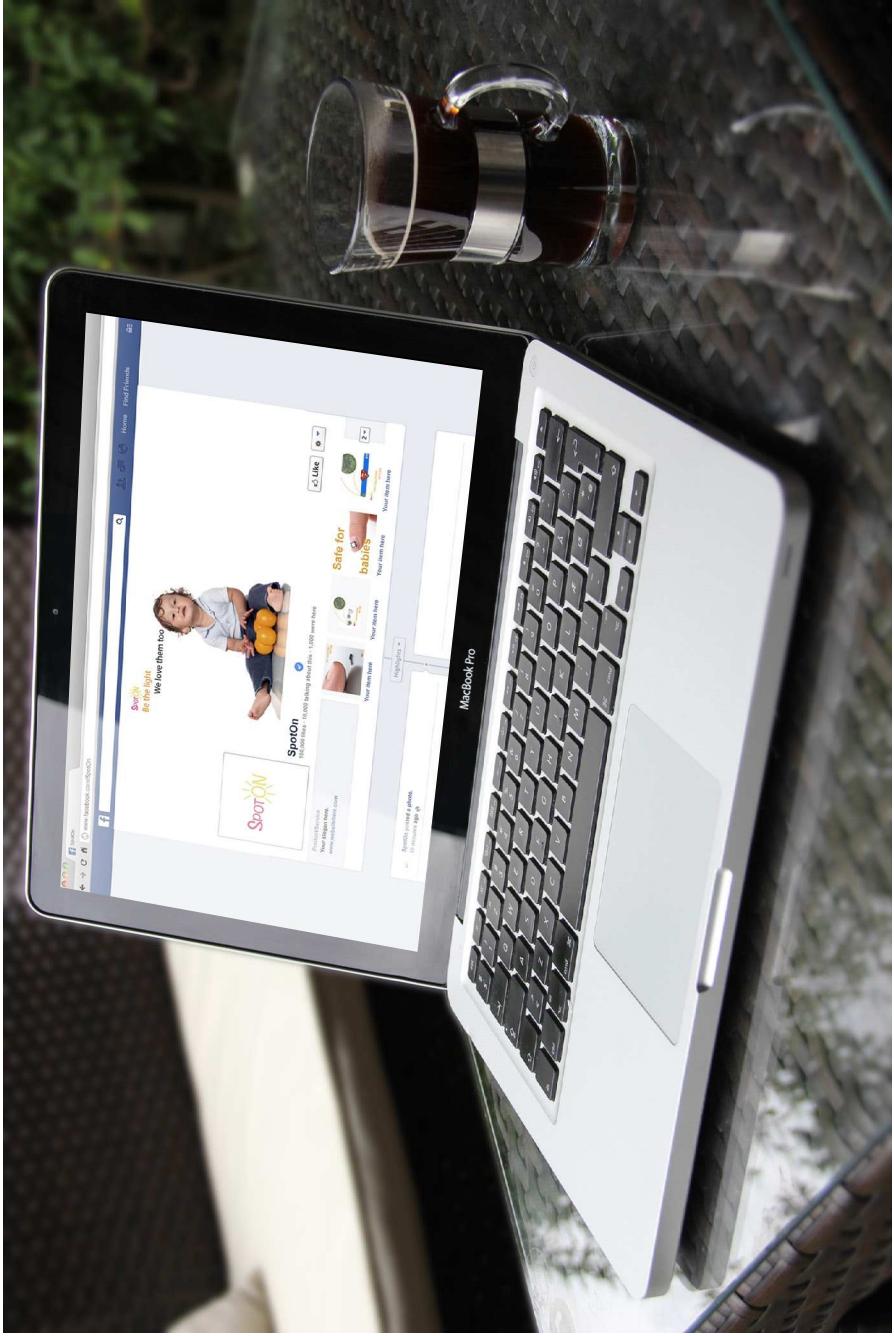
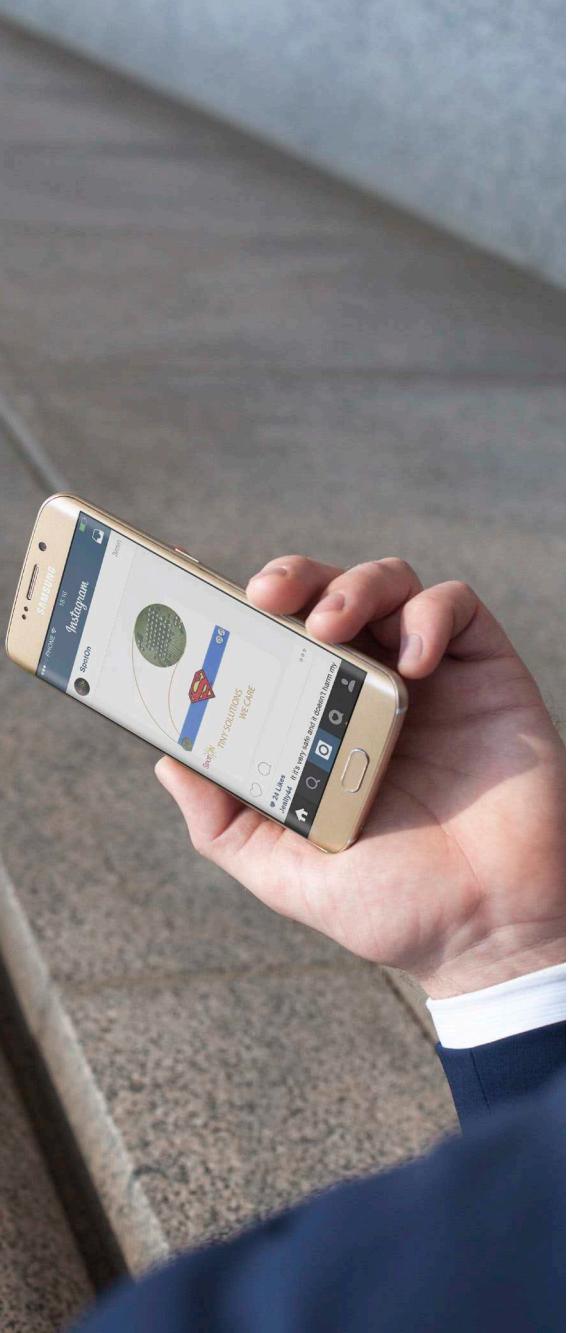
Create awareness and guaranty parents security for their children while they use the app and accessory.

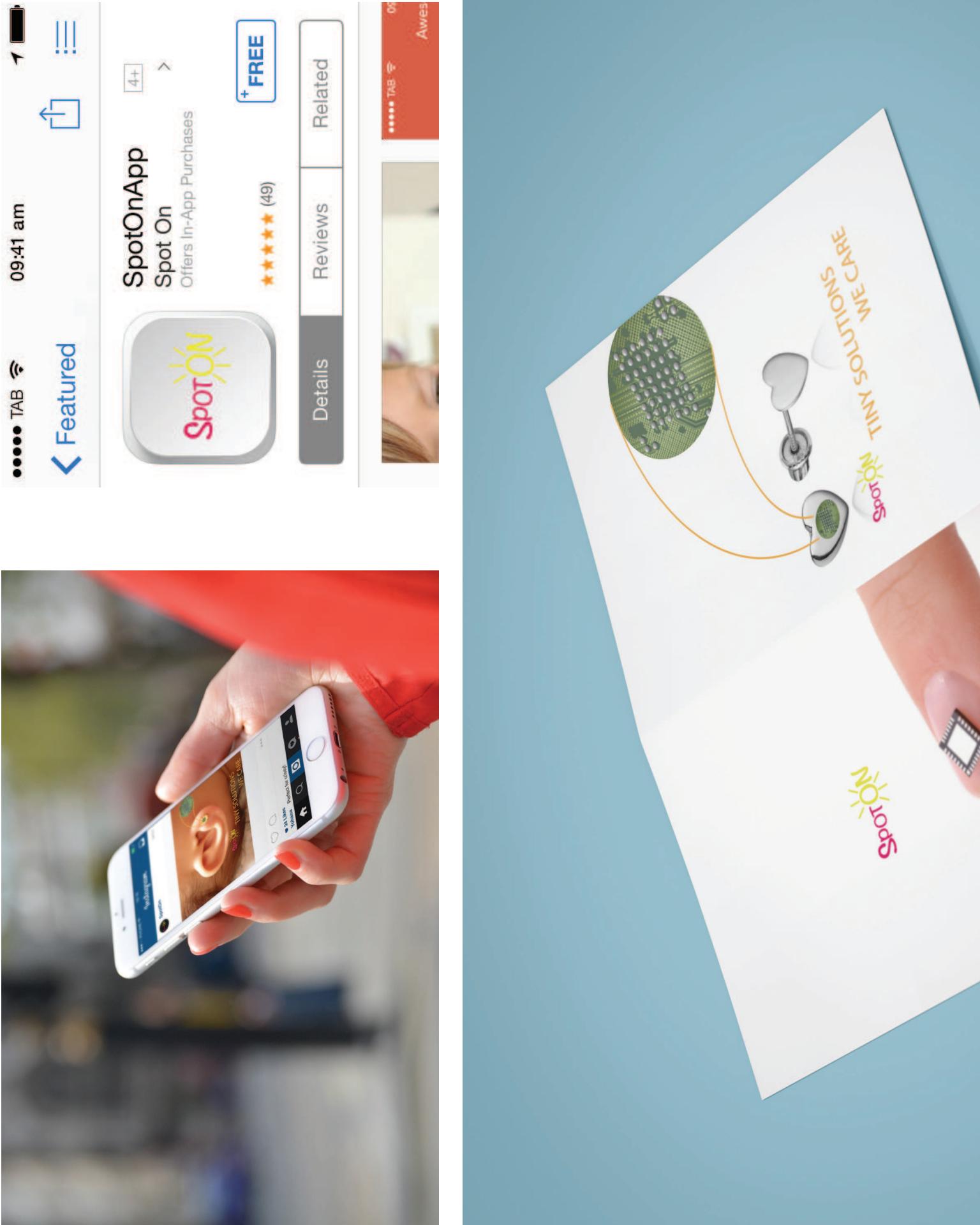
Big Idea
“Be The Light”

Marketing Strategy

Create bright posters with information about real statistics and with social media. It will also be feature in apps like instagram and snapchat showing how it works and how it can save many lives using a trendy accessory.







SpotOnApp

Spot On

Offers In-App Purchases

+ FREE

★★★★★ (49)

Related

Reviews

Details



***** TAB: 0/0
Awesome

TINY SOLUTIONS
WE CARE

SPOTON



Overview

MYSTIKO is the transcendence of 200 years of artisanal tradition. Experience and heritage materialize in its unique smoky flavor with roasted undertones. Recreating the real soul of liquor. Mystiko is made with 100% of Tobala agave with a 45% of alcohol and aged for 21 years to create the exquisite flavors and quality that represent it. It is consume in its purest form to stimulate your palate in a unique way.

Background

Mystiko Mezcal is originally from the heart of mezcals native ground Oaxaca in Mexico. It is made through the distillation of the cores of the agave plant. Its distinctive smoky flavor comes from the unique distillation. It is a rich artisanal process in which Mescalero's roast the cores of the agave over flaming hot rocks into earthen piles, merging their history and tradition into this exquisite real spirit.

Competitors



Characteristics

Agave: Tobala
Alcohol Volume: 45%
Stage: 21 years old aged.
Color: light Brown
Nose: crisp and mature aroma
Taste: Smoky undertone, dry finish, roasted undertones

Opportunities

Strengths	Opportunities
New to market	Product awareness
Over 200 years of product knowledge	Image desired
Smoky flavors	International market
Big market	Intercultural place
Product trend growing	



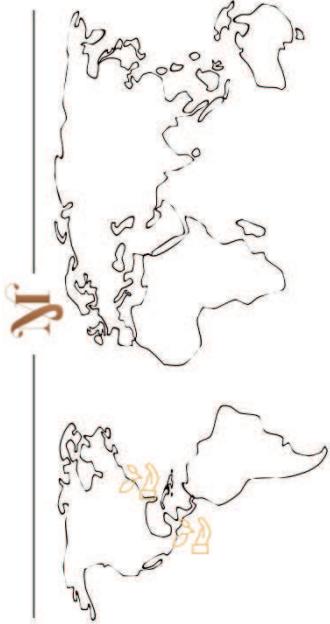
Threats

Weaknesses	Threats
Product awareness	Direct competitors
International product	Not stable economy

Target Market

Gender: Male
Age: 26 - 55
HHI: \$60.000K
Education: College graduates and higher
Ethnicity: MultiCultural

He is a man that perceives luxury as his lifestyle, and mystery as fun.
Bold, with thirst of the world, experimented and centered.
He always goes for new experiences and exquisite adventures.



100% Agave

Nose: crisp and mature aroma
Taste: Smoky undertone, dry finish, roasted undertones



Agave: Tobala
Alcohol Volume: 45%
Stage: 21 years old aged.
Color: light Brown

Multicultural product & Organic

Marketing Goals

Introduce new brand of Mezcal to the South Florida market

Marketing Strategy

Magazine ads: There will be a total of 3 ads in 2 different magazines. 2 of them will be showcasing the product in Cigar Aficionado, and the other two will be promoting the event en Vizcaya in Ocean Drive.

Promotional Events: there will be one main event at the museum of Vizcaya located in Miami where the guests invited will represent the ideal client for the product in South Florida. There will be invited to the event with a special invitations handed to them directly to their homes.

Exposure Events: there will be two events located trough South Florida. One in Vibe Club located in Fort Lauderdale, and the other one in located Miami in SET in Miami Beach. These Events will be to increase the promotional force of word of mouth in these two cities. There will be strategic invitations to the Elite of the cities, but it will not be as exclusive as the others.

Sponsorship presence: There will be a beautifully decorate boot in the Sony Ericsson tennis championship and Gulfstream horse race. The drink will be serving to the public and the atmosphere of the booth will be set to represent the exclusiveness of the product. Furthermore, The promotional video of Mystiko will be showcase.

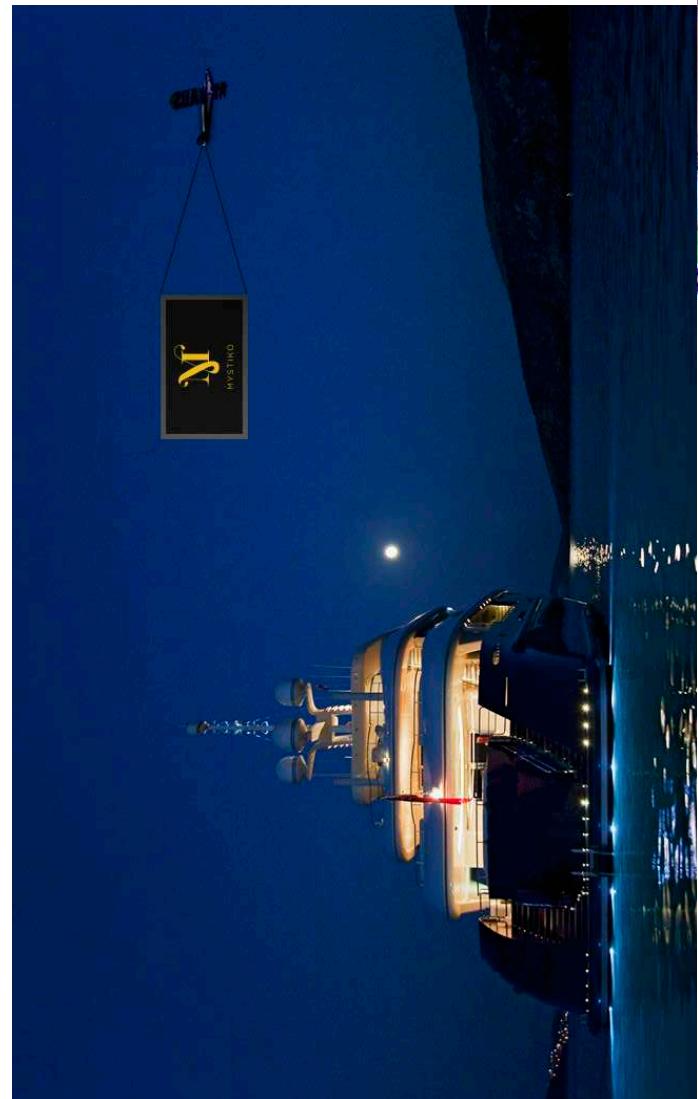
Promoting presence: during the Fort Lauderdale International Boat Show (FTIBS) and the Miami International Boat show there will be a boat with the Mystiko logo, which at night will project the product promotional video around the event to a flying screen, and the boat will have the sound of it. In addition, the boat inside will be a reserve bar where the drink will be served.

Big Idea
“The Real Spirit”





MYSTIKO
MEZCAL
Añejo
100% Agave
Mezcal





MYSTIKO

MYSTIKO

MYSTIKO is the transcendence of 200 years of artisanal tradition. Excellence and heritage manifested in its unique smoky flavor with robust undertones. Refreshing the real soul of liquor.



Overview

Established in 2013, Midtown Garden is a family owned and operated small local business located at the center of Wynwood district in Miami, FL. An unique up-cycling store with a raw and organic feel features a variety of indoor and outdoor plants, succulents, bonsai, re-purposed wood furniture, fresh flowers, produce and more. Now, after two years of developing in the nursery and gardening market, Midtown garden is seeking to establish its brand among the Wynwood community by positioning themselves as Miami go-to up-cycling store for purchasing exotic plants with a unique space to escape the city noise and connect with nature. Paradise has a new meaning with Midtown Garden.

Problem

Midtown Garden is a family owned and operated up-cycling store located at the center of Wynwood district in Miami, FL. Seeking to establish a brand identity among the local residents and its visitors.

Competitors

THE
ALTON ROAD NURSERIES

PLANT *the* FUTURE
by PALOMA LIEPA



Solution

Midtown Garden can expand their business, by establishing their brand identity and defining their target audience. As well as, incorporating an integrated marketing campaign to introduce the Midtown Garden as a unique upcycling store, creating awareness through social media platforms and creating public relations events to promote brand identity awareness.

Opportunities

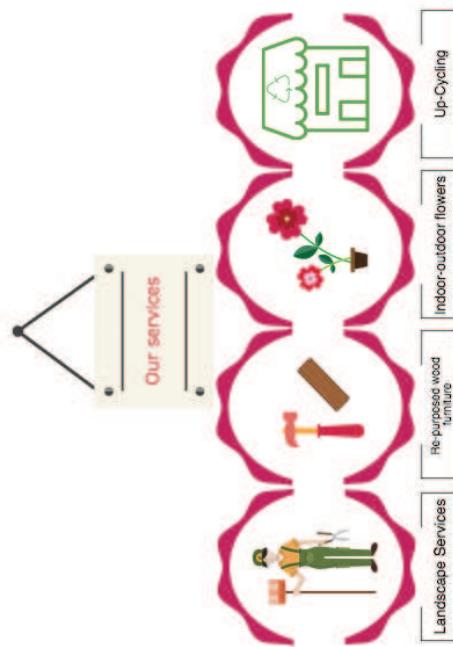
Strengths	Opportunities
The first Garden in the Midtown area A Garden that will host events and house a variety of local plantation Rent space for future clients Neighborhood continues to growth	Outgrowing services and products A customer base with a want that is as if yet unfilled Multicultural consumers



Midtown Garden, is a unique up-cycling store with a raw and organic feel.
A place to escape the busy street and screen, trade it for nature and creativity.

Threats

Weaknesses	Threats
A limited marketing budget to develop brand awareness No brand identity Competitive area	Limited parking space Competitors in neighboring cities around Miami



More Advantages



Target Market

Gender: Female, Male

Age: 25+

HHI: 30,000+

Education: Some college, college educated

Marital Status: Single, Married, Divorced

Ethnicity: MultiCultural

This target market loves to be social, outdoors, enjoys gardening as a hobby and the beauty of landscaping.

Marketing Goals

Maintain steady growth each month.

An increase in new customers who are turned into long-term customers.

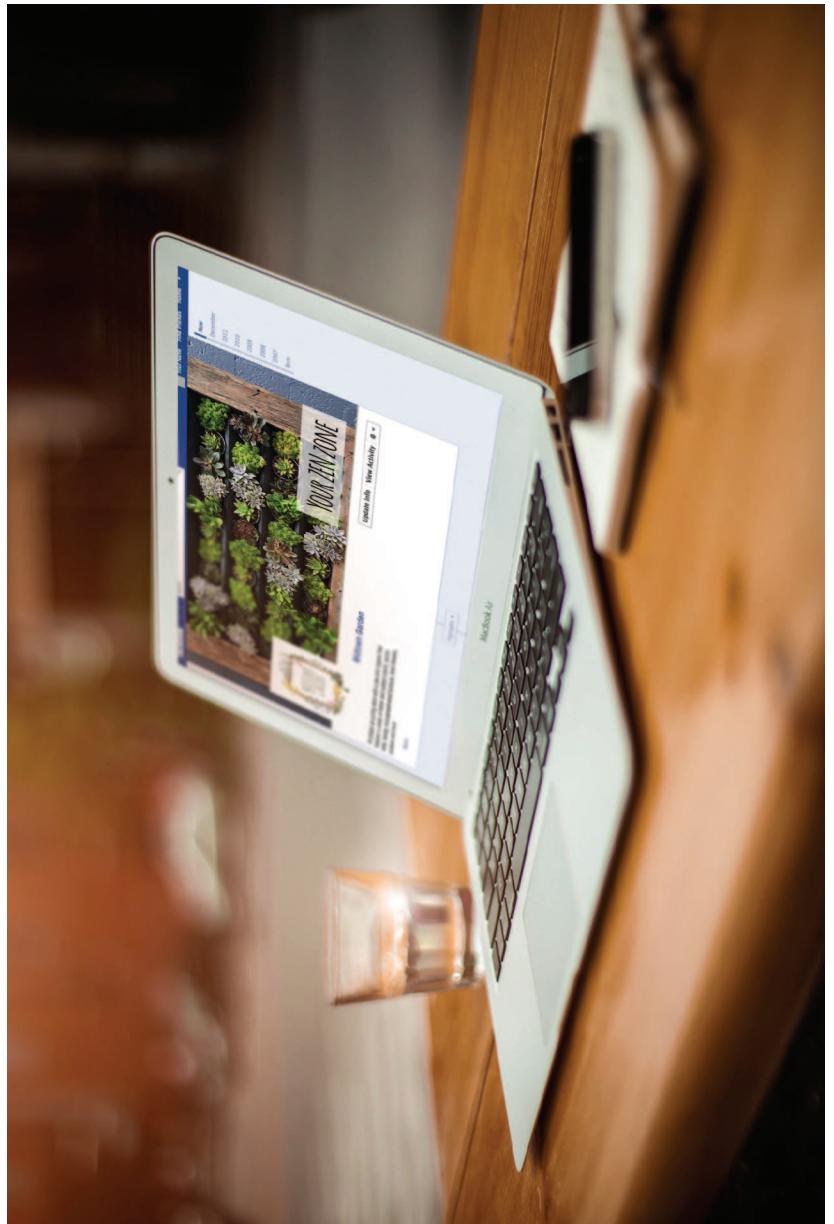
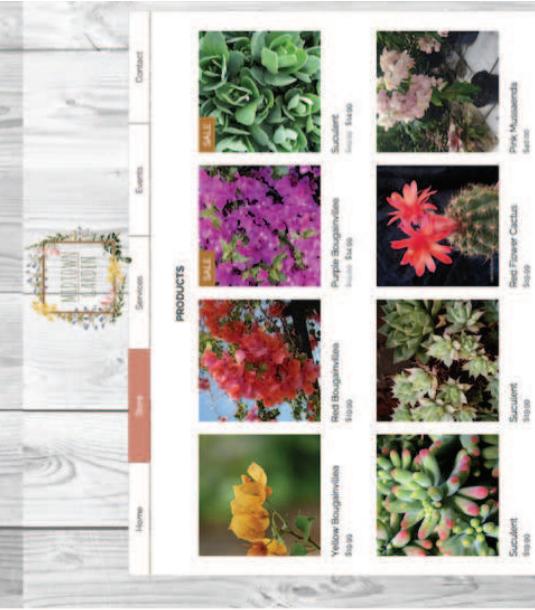
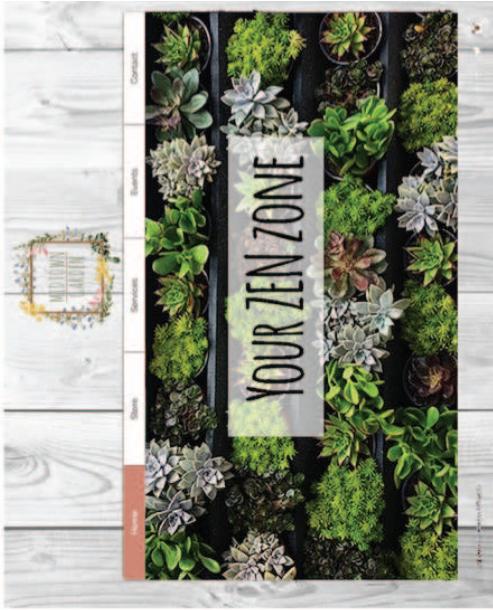
Generate brand equity.

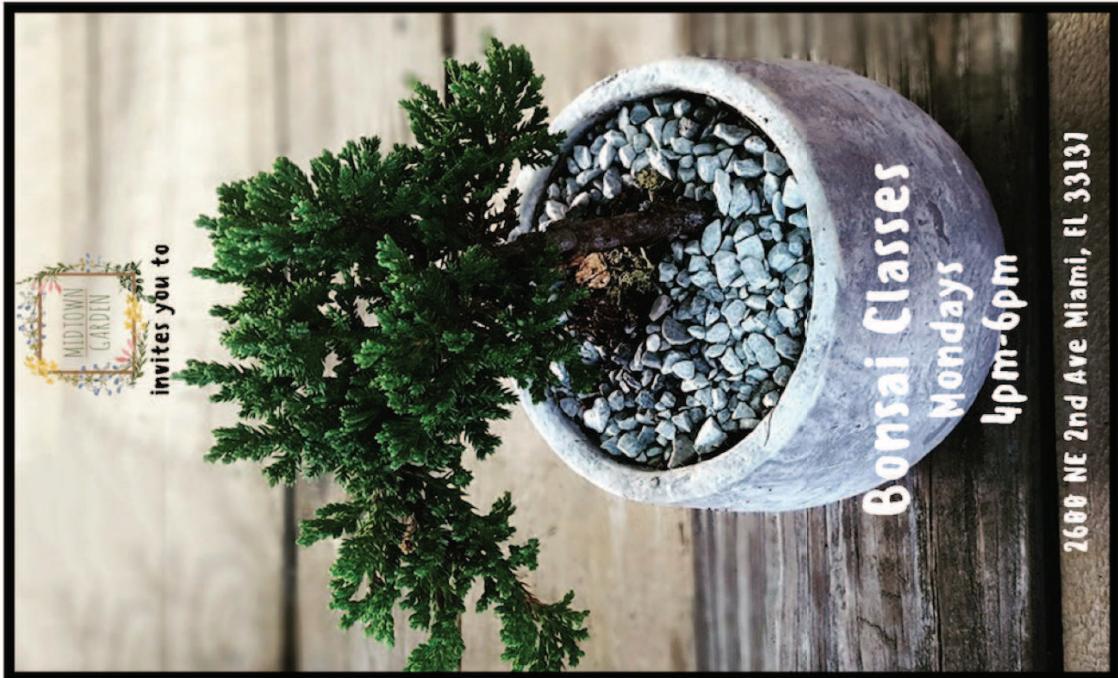
Reach a 3% increase in gross profit margins by the end of the campaign.

Marketing Strategy

Midtown Garden roots are plants but their passion is upcycling. The Garden holds repurposed items, from the wood floors to furniture, all saved from the Miami Beach boardwalk. Midtown Garden will advertise on flyers and posters, various media platforms and offer classes for community members and children to best reach the target audience.







21600 NE 2nd Ave Miami, FL 33139



Overview

Humans are constantly surrounded by toxins in the environment according to the Department of Health over time toxins are extremely dangerous and may lead to dangerous diseases like cancer, diabetes and heart malfunction. The human body is made up to 60% of water. Our brain and heart are composed of 73% water, and our daily intake of vitamins and nutrients is not enough to fight against toxins and prevent such diseases. Frutox infused waters is the solution to maintain a healthy body and prevent the long term harmful toxins intake.

Background

Frutox was created to provide a solution that will bridge the gap between a healthy and fast paced lifestyle. There are 10 recipes that will lead to healthy benefits that will eventually assist in improving the overall welfare of the consumers. Frutox uses natural and organic ingredients that come in the Frutox thermos specially designed to separate the ingredient of the water by a distillation filter, that will let thru all the nutrients and vitamins of the ingredients without affecting the quality of the water.

Competitors



Characteristics

- Secure Tracking
- Educational Content
- Innovative technology
- Fast and effective

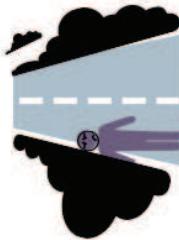


Opportunities

- Strong delivery services
- Growth of healthy lifestyle
- Environmentally friendly product
- Variety of product flavors
- Cost effective

Strengths

- Customization
- Health conscious consumer
- Good value pricing
- Fresh - local farmers
- Eco Friendly packaging

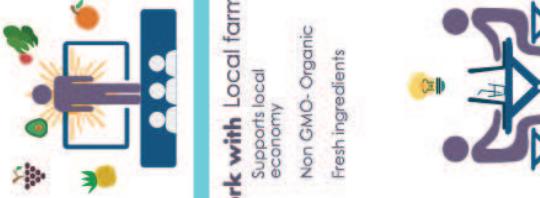


Everyday = bad health toxins

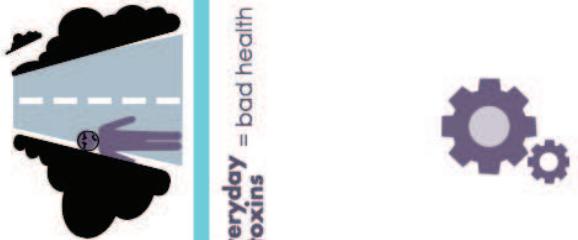
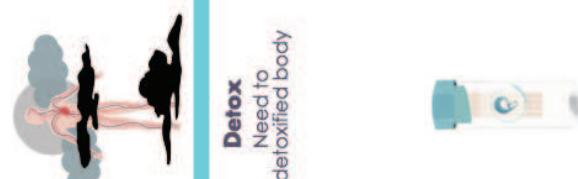
Detox
Need to detoxified body

Work with Local farmers
Supports local economy
Non GMO- Organic
Fresh Ingredients

- ## Weaknesses
- Customer perceived value
 - Perishable
 - Quantity of recipes



- ## Threats
- Competitive environment
 - Natural disasters and disease outbreaks can affect supply and demand



- Design and create **Frutox**
- Unique Filter
- Natural body cleanser



Enjoy it everywhere and detoxify your routine

Choose your plan
Order Online

3 delivery plans
\$20 - 10 days 1 Frutox a day
\$25 - 2 weeks 2 Frutox per day
\$55 - 4 weeks 2 per day

Target Market

Millennials
Adults 25-39
Income of 40k a year

Millennials consist in people born between 1982 and 2000. According to the Census Bureau they represent more than the 25% of the U.S population. with 83.1 million surpassing baby boomers. Millennials medium income is \$25k, it is the most diverse generation with 19% being Hispanics, 14% African-American, and 5% Asian in the United states. Almost, 38% of them are bilingual according to Nielsen's millennials report. According to MDDA In the Miami Downtown the 46% of the population are millennials. 58% have or pursue a college degree. The 51% of the county are immigrants from around the world.

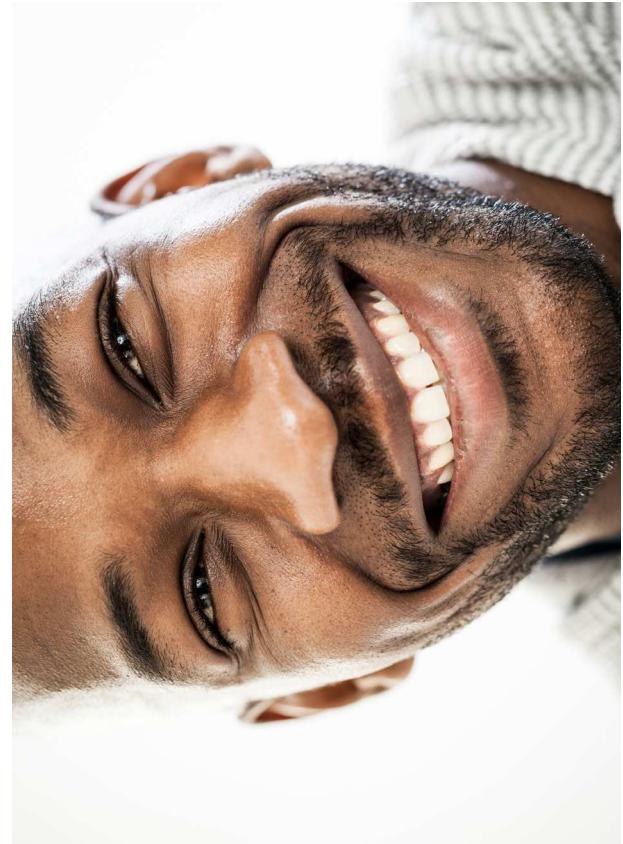
Marketing Goals

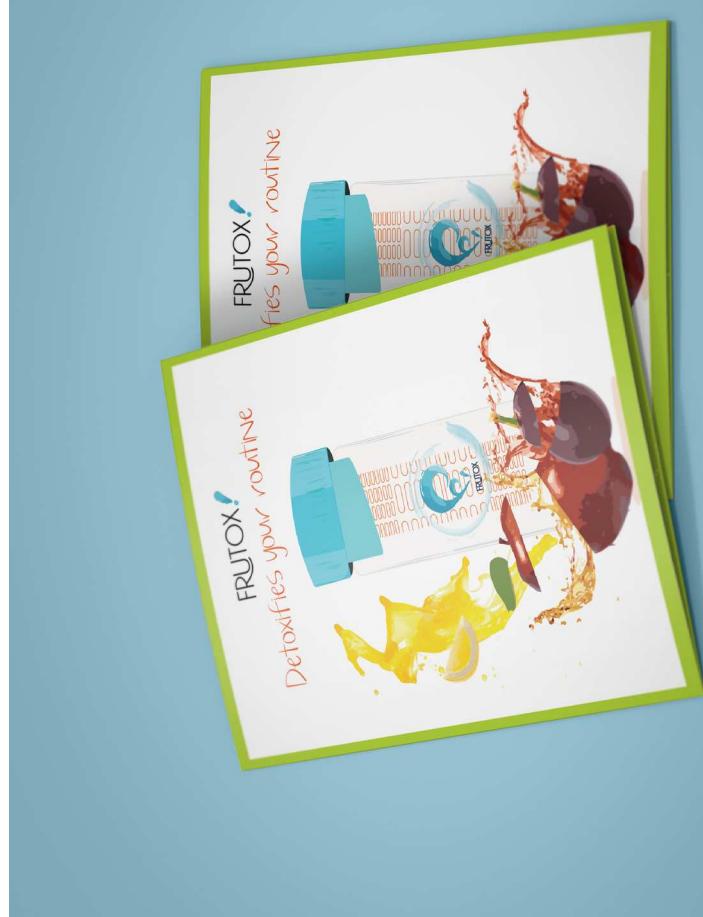
Create awareness and provide a solution to liberate the body from harmful toxins using naturally enhance water.

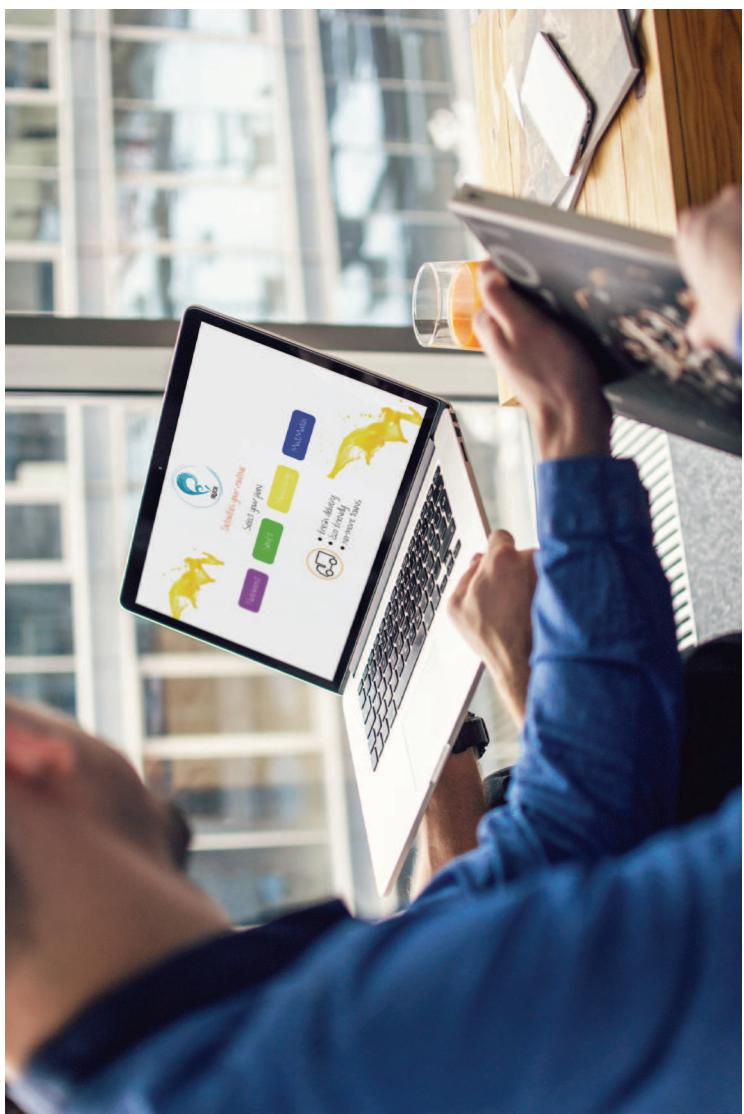
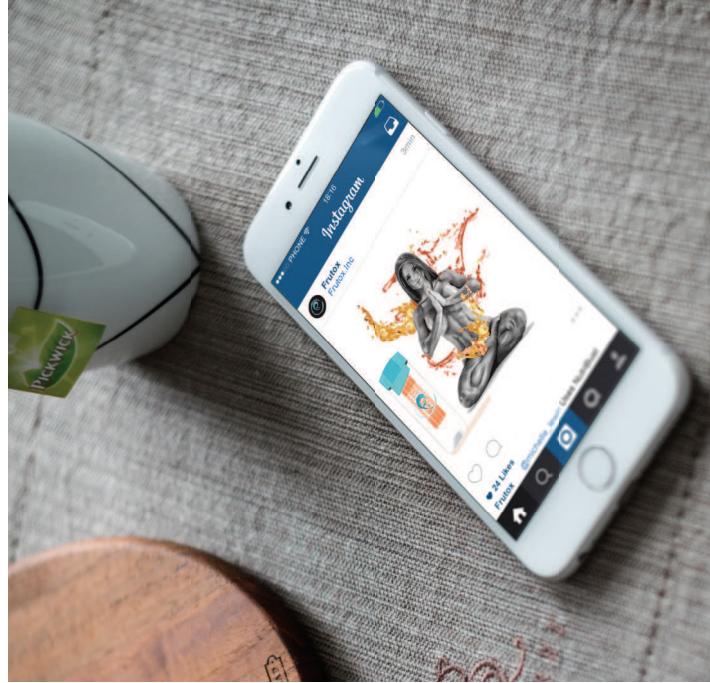
Big Idea
"Detoxifies Your Routine"

Marketing Strategy

Create clean and colorful ads in social media, endorsing health bloggers and influencers in Miami, leave flyers at offices, dance academies, publish an ad in the new times and give a newsletter to magazines in Miami to inform about our new product and how it works. Simple website with the different affordable options according to an specific delivery plan.









L'Automne

Overview

L'Automne will be an exclusive stylish and luxurious online store located in United States.

L'Automne will offer its online customers the opportunity to explore a unique experience by acquiring garments with a fusion between fashion & technology.

Background

Innovation is happening everywhere, however fashion and technology have always been part of constant integration, specially in the textile creation segment. Technologically infused ready to wear to major fashion retailers. Garments that move and change in response to noise, sound, motion or light. wearable technology to design cutting-edge pieces for clients.

Competitors



Characteristics

L'Automne will be an exclusive stylish and luxurious online store located in United States. L'Automne will offer its online customers the opportunity to explore a unique experience by acquiring garments with a fusion between fashion & technology textile. Use social media platforms and specific online ad placements to promote brand identity and aware our target market about the new chameleon skin like line.

Smart Fabrics



Bright Idea

Made with either passive electronics such as conductors and resistors or active components like transistors and solar cells that allow sensing for both physiological and environmental monitoring that has been integrated into textiles.

Intelligent Garments



How it works ?

- Confort & security
- Washable & durable
- Antiallergenic
- Easy to monitor



In 2020 USA is expected to be the largest market for Smart fabrics with a worth of USD 289.5 MILLIONS



Opportunities

Outgrowing services and products

A customer base with a want that is as if yet unfilled
High end and unique consumers

Strengths

North America is expected to be the largest regional smart fabrics market segment over the next five years.

Smart fabrics are recently generating a great demand from fashion & entertainment industry.
The sport & fitness industry are looking for wearable devices that drive wellness monitoring.

Weaknesses

Big designer houses competitors
No brand awareness
Competitive area

Threats

Government technology regulation
Competitors cities around the world

Target Market

Gender: Female

Age: 23 - 52

HHI: 40,000+

Education: College educated

Marital Status: Single, Married, Divorced

Ethnicity: MultiCultural

They are stylish individuals, fashion-conscious persona, tech savvy, comfortable with attention, creative, eccentric, they mark and keep up with the trends making them unique and not being afraid to use something new.

Marketing Goals

Launch an awareness campaign to introduce L'Automne's technologically design fashion and textiles. Increase sales and increase hype for technological fashion.

Big Idea

"Changes With You"

Marketing Strategy

L'Automne awareness campaign aim to increase brand recognition using social media and online ads showing high fashion interactive images and videos providing information about a product that allow customers to express themselves in a refreshing and unique way with a twist of technology in it.



Spotify Premium

General Info

MAIN

Born: 23-05-1989
Lives: Amsterdam
Education: Media & Entertainment Management

Currently

A&R Manager MassiveMusic
New Business MassiveMusic
22Tracks Curator

EXPERIENCE

Created by **dieuwertje** • Spotify user since 2010

COMPANY	TIME	ROLE	ONLINE
MassiveMusic	4:00 Years	Artist/Client	Website
MassiveMusic	4:00 Years	Business	Website
22Tracks	6:00 Months	Curator	Website
Grap	1:00 Year	Professional Music/Entertainer	Website
SSBA Salon	1:00 Year	Music Writer	Website
Cordonville	6:00 Months	Radio Host	Website
Smile in Your Face	2:00 Years	Music Writer	Website
Bacardi Vista	3:00 Months	Music Programmer	Website
Rooms of RedBull	6:00 Months	Intern content	Website
Ression Magazine	4:00 Years	Co-Owner & Interviewer	Website

Curriculum Vitae

PLAY

99

dieuwertje - (Private Session)

Who to Follow

Follow

369 FOLLOWERS

Connect with

On LinkedIn

Follow

On Twitter

Follow

On Tumblr

Follow

On Facebook

Available from 01/2015

369 FOLLOWERS

Who to Follow

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