

ACTION PLAN

Andras and I had our first discussion on the 12th of March 2021. We discussed about Hajde Radio project and came to the agreement that this project isn't too interesting to develop. There are already a lot of similar projects in Europe sharing music from Eastern Europe.

On the other hand, I'm working on the website Hajde.fr since 2015. [Hajde.fr](https://hajde.fr) is an online media about culture, society and travel in Eastern Europe.

In 2019, I earned a grant from the French Ministry of Culture as an emerging media. We worked more than a year on developing a new website, thinking about the architecture of the website with a SEO specialist and with the creative agency from North Macedonia: [fabricca](https://fabricca.com).

We are working on a real online SEO strategy, in order to place HAJDE in the first results of search engines, to reach a wider audience. This strategy will allow us to increase our audience via search engines, which represents currently more than 60% of our traffic. Our articles are already well referenced, but we have a lot of leeway in front of us to place our articles and pages at the top of search terms related to tourism and culture.

In addition to this SEO strategy, we will develop our community on social networks, and gain a new audience.

During the year 2020, I had time to think about the financial structure of Hajde, what will be the financial resources, how will I be able to earn money with this project, etc. By looking at other travel digital platform, and digital nomad, I came to the conclusion that I need to work on affiliation, publicity and partnership. That's why Hajde is no longer only a media:

HAJDE is now a digital hub specialized about green and cultural tourism in Eastern Europe, aimed at younger generations!

I launched the new version of the website on the 8th of January 2021, for our 5 years anniversary.

HAJDE now focuses on tourism and creative industries of the 25 countries covered by our editorial staff, and I wish to develop audios and videos content to broadcast on Ausha (and many streaming platforms), on YouTube and on Twitch (I am keeping the radio/podcast project as a tool for HAJDE).



HAJDE is working on 3 axes:

- "Trendings" which brings together articles dealing with cultural discoveries (music, cinema, arts and literature, lifestyle), as well as the latest news and social trends for a better understanding of these countries.
- "Go East" which will become the ultimate tourist guide of Eastern Europe, with must-see places (heritage, natural sites, cultural and underground places) and discoveries (food, traditions, green activities, outdoor activities and well-being). Thanks to the expertise of our editors, you can choose your next destination, prepare your visits and take the time to travel in "slow tourism".
- "Festivals" and music have been in HAJDE's DNA since its beginnings. We will work on regularly updated pages, dedicated to the biggest festivals in the East as well as to the most confidential! You will also be able to discover reports, lives and interviews of local artists, in videos and in podcasts.

First, I wanted to introduce the new idea that we will be working on with Andras.

Now let's focus on the Action Plan!

As for now we will work on:

- Developing my network in Eastern Europe
- Branding HAJDE as an innovative Startup, and myself as a curator, influencer about this region (in French for now) with audio and video content
- Writing a Business Plan and a Business Model
- Fundraising money and finding Business Angels
- Creating a community for HAJDE, and a team
- Developing an app (or smartphone solution) that will enable consumers to travel around our countries with indie music, arts and festivals

For developing these ideas, we will begin to work on a few countries from the Balkans, and then if the strategy is working, develop it for the rest of the countries!

Thibaut BOUDAUD