



KEEP IT BLU

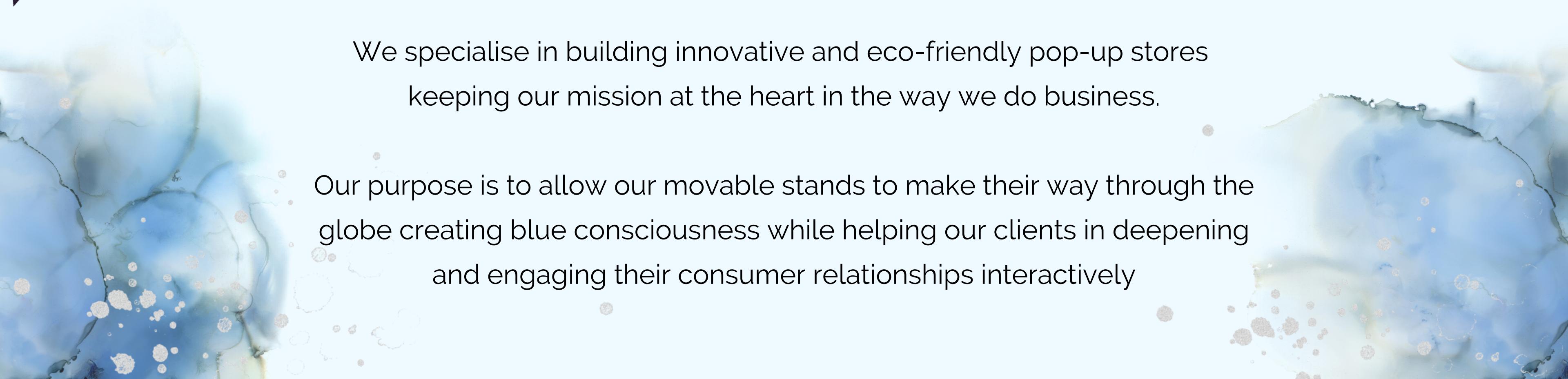
Entrepreneurship

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SUSTAINABLY TRANSPARENT

We are an experiential marketing agency with a mission set to educate others about our oceans and raise awareness on how to protect them. Our business model operates through meeting the needs of different types of sustainable companies looking to generate more traction, brand activation, or just a fresh engaging platform to sell their products/services.



We specialise in building innovative and eco-friendly pop-up stores keeping our mission at the heart in the way we do business.

Our purpose is to allow our movable stands to make their way through the globe creating blue consciousness while helping our clients in deepening and engaging their consumer relationships interactively

PROBLEMS WE ARE SOLVING

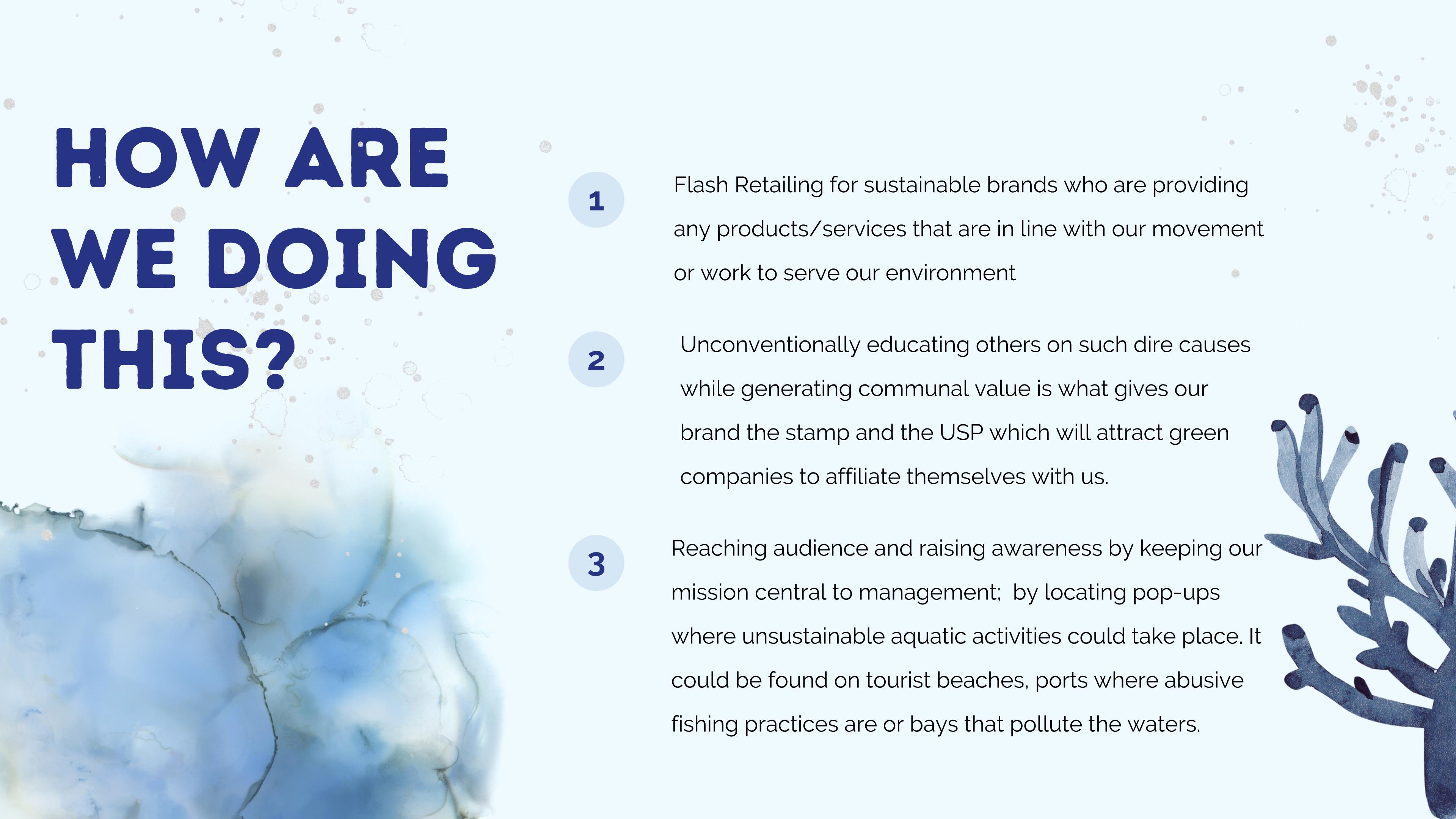
Online sustainable companies are not getting exposure

Traditional brick and mortar stores are immobile

Quick drive-in for revenue (from clicks to bricks)

Product or service that is almost identical to competitors

HOW ARE WE DOING THIS?

A large, stylized illustration of a coral reef in shades of blue and white. Small, translucent bubbles of various sizes are scattered throughout the background, some near the top and others near the bottom, creating a sense of depth and movement.

1

Flash Retailing for sustainable brands who are providing any products/services that are in line with our movement or work to serve our environment

2

Unconventionally educating others on such dire causes while generating communal value is what gives our brand the stamp and the USP which will attract green companies to affiliate themselves with us.

3

Reaching audience and raising awareness by keeping our mission central to management; by locating pop-ups where unsustainable aquatic activities could take place. It could be found on tourist beaches, ports where abusive fishing practices are or bays that pollute the waters.

A dark blue, stylized illustration of a seaweed branch or coral. A hand, also in dark blue, is shown reaching towards the right side of the branch, as if interacting with it.

OUR VISION



BUISNESS OPPORTUNITY

Through shops and workshops, visitors will learn how to protect the ocean interactively.

- Charging for the setup of the pop-up
- Generating business through in store sustainable suppliers.
- Brand collaborations with sustainable companies.

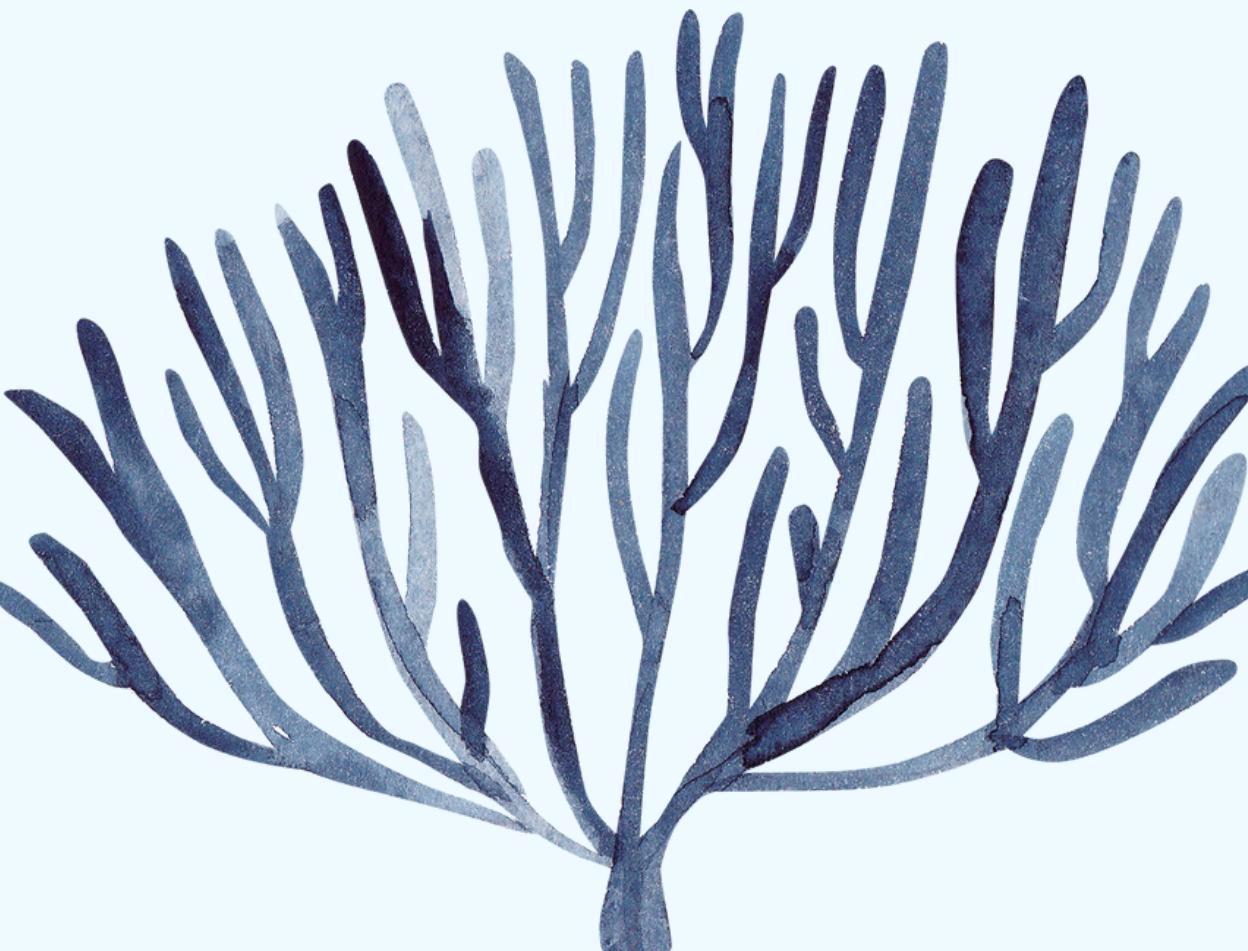
THE BREAKDOWN

Physical Environment - Office space in Barcelona,

Social Environment - The stakeholders and the general community
(all relevant demographics) in which the project will be carried out:

Economic Environment - What is the effect of the presents, supply,
demand, and exchange or resources within the project area.

Cultural characteristics - What are the relevant characteristics of
culture within the project area?



MARKET & COMPETITION ANALYSIS

Demand Analysis

Post Covid, there has been an accelerated decrease in the retail outlets/ brick-and-mortar, and a substantial increase in the e-commerce industry, paving demand for something that is a balance between the two, known as Pop-ups. It caters by reaching out to large audiences, creating an experience and raising awareness. This also taps into our “get-it-before-it’s-gone,” fear-of-missing-out (FOMO) mentality.

Competitor Analysis

Since our idea caters to only sustainable brands that concern themselves in solving the ocean crisis, this reduces our competitors greatly. Some competitors could include PopUpMob, Popertee, Ocean Cube, and the Pop Up Shop Agency. However, it is not extremely difficult to replicate the business, in fact if this business idea inspires others, it will generate more benefits for the mission and vision. To run this concept there needs to be experienced individuals in sustainability and perhaps event management.

FACTS AND FIGURES

Flash retail is a 10 billion-dollar industry.

Each year businesses are allocating up to 50% of marketing budgets to experiential over the next three to five years.

61% of consumers stated that seasonal shopping was their primary reason for going to pop-up shops.

A recent survey by Freeman showed that 59% of CMOs who responded, recognize brand experience for its ability to create ongoing relationships with key audiences.

BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> • Short-term Rental contractors • Suppliers • Construction company • Designers 	<ul style="list-style-type: none"> • Educate • Raise awareness • Engagement <p>KEY RESOURCES</p> <ul style="list-style-type: none"> • Materials • Supplier • Digital marketers • Architects 	<ul style="list-style-type: none"> • Use sustainable, possibly biodegradable materials to construct • Host community workshops • experiment with tech for education • provide polls for consumers for their feedback/ experience 	<p>CHANNELS</p> <ul style="list-style-type: none"> • Instagram • Facebook • Linkedin • TikTok • Streaming 	<ul style="list-style-type: none"> • Promoters • Workshop Facilitators • Virtual Reality • Guest speakers • public figures & sportsperson
<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> • set up fee • shop <p>SOCIETAL BENEFITS</p> <ul style="list-style-type: none"> • community engagement 				<p>ENVIRONMENTAL BENEFITS</p> <ul style="list-style-type: none"> • zero waste • clean energy

PROCESS PERSPECTIVE

(input process output)

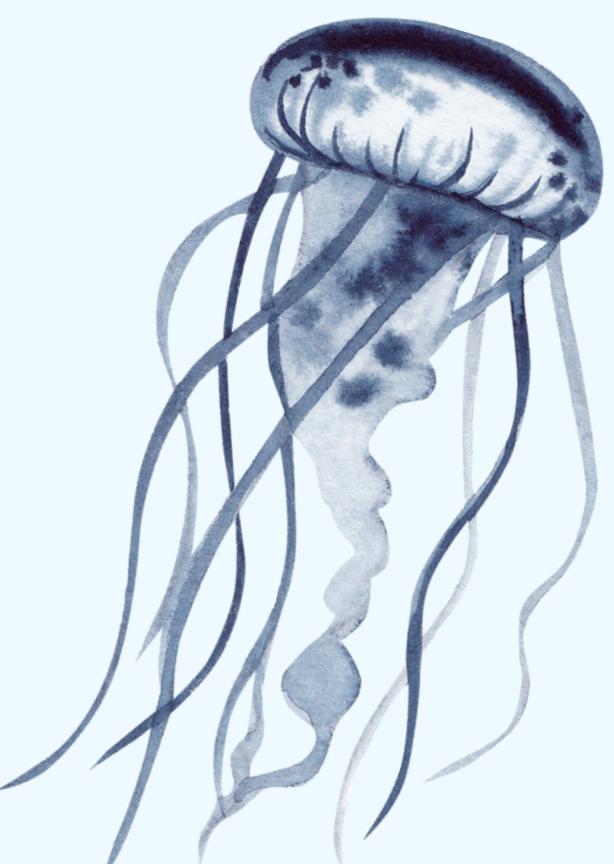
Streamlining the clientele requirement process

Utilising the necessary tech to develop and render 3D models, such as adobe licensed products

Provide full personalization: by prototyping physical models

Collecting the agency fee in advance along with 50 percent of the service that will provided

Managing waste, water and electricity



THE IMPACT

