



Keep It Blu

Business plan

Date: June 14, 2023

Key details

Registration details

Date registered	June 14, 2023
State registered in	Dubai
Business structure	Private Limited (partnership)

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The business: Plan summary

What our business does The products or services we sell.	Our business is all about the experience we provide to our clients and their customers but not at the cost of the environment. It is an experiential marketing agency that helps companies in a tangible and unique way to generate more revenue, increase presence and awareness, all while making it in the most sustainably engaging way possible. Our services are varied from the ideation, design, planning, production, and operations of our Pop-ups.
Our target market	The target market can be understood firstly on a city level, where we try to gather all kinds of influencers, sustainable companies, collaborators, summits, initiatives, and NGO's.
Our unique selling point	We provide the A to Z on the initiation to operations of Pop-ups as per the clients requests. This means the client does not need to go to separate places for rendering the idea, or for finding suitable rental contracts, instead they can contact us and we can get them through it all. Our USP lies in the post operations when we provide a detailed sustainability report of the entire process.
Our business goals	Since we are fighting for the cause to protect the oceans, it is important to create this brand and use it to reach masses of people through each client project. We are looking to expand this business into multiple countries and will try to expand the set of causes we are supporting gradually. These are both a combination of our short-term and long-term goals.

Our why

Keep It Blu wants to transform marketing in the most environmentally friendly way. We want to mix innovation, income, community and sustainability to bring projects to life. We want to be a globally renowned company for interactive marketing. With our sustainable pop-up stores we plan to bring exposure to sustainable companies while raising awareness to care for our oceans. Why pop-ups and environmental awareness? The pop-up retail market has been growing since it hit the market in the late 90's. Pop-ups are made to draw attention as you walk past them. They captivate audiences with unique displays and draw attention to the brand. As pop-ups are temporary they are not made to last. Waste is produced and discarded after the installation is used. We care about the planet, we want to revolutionize the industry. As customers demand sustainability, Keep It Blu aims to be the first pop-up agency with commitment to sustainability. With people, planet and profit at heart, we plan to deliver a unique idea for our clients sticking to our values. While we don't limit our clientel, we aim to focus on brands that care about the ocean as much as we do.

The oceans have a special place in our hearts. Memories from our childhood as well as our forever favourite vacation spot. The threat to marine life and biodiversity of our oceans is no joke. Overfishing, climate change, ocean mining, acidification, and noise pollution are just the beginning of the dangers posed by us humans. We are responsible for the current state of the ocean. We want to raise awareness and partner up with brands that have the same goals as us, saving the ocean. Keep It Blu wants to put its grain of sand towards change. We want to help before it's too late and our oceans end up fishless. Mixing education, transparency and community engagement we plan to make a change. We are open to work with all that have the same values as us. We want our pop-ups to be seen and raise awareness while making profit. We are doing this because we care for the planet. We will incorporate our passion for sustainability, people and profit to give sustainable brands a bigger platform. When working with us, your brand will get a personalized stand to promote your values and merchandise. Keep It Blu will meet your needs in a creative innovative passion.

Our combination of pop-up and partnership will brand the whole city bussing. People will want to see what our pop-ups are about. Our pop-ups give your brand visibility with thousands walking in and out of amusing stands. Keep It Blu brings together sustainability and profit. Our goal is to be known for our sustainable approach in innovative pop-up marketing.

Our vision

Our movable stands will make their way through the globe creating blue consciousness while helping our clients promote their brand in a unique and engaging way with their consumers interactively. We want to promote sustainable branding. There is no limit as to what one can do with Keep It Blu. Our models can be used to promote anything. Our goal is to reach as many people as possible to raise awareness for the preservation of the earth. We plan to continue expanding to work with as many sustainable brands as possible. Keep It Blu is on a mission to be pioneers of sustainability in the pop-up store market. Having a team that helps our company accomplish our goals will be crucial to the success of the company. We plan to work in line with the UN 2030 agenda and apply as many Sustainable Development Goals (SDG's) as we possibly can. SDG 14 will be our main inspiration as our whole mission is to protect life underwater. As we continue to grow as a company we will be able to bring our practice to more places and essentially change how they interact with customers. We dream of helping the planet on a larger scale in an enjoyable manner. We plan to make pop-ups that enhance the brand-customer relation with sustainability in mind.

The main vision for our pop-up is to unite communities for the safeguarding of our oceans, driven by the interactive power of our pop-up stores. We want to revolutionize how brands market themselves in the sustainable market. We are hoping to captivate the brand's essence and project their sustainability with our sustainability. We want brands not only to be seen but equally felt through our stands with environmentally friendly materials. We plan to bring interactive marketing to a different level with our values and transparency at hand.

Our mission

Keep It Blu is open to work with all. We will create a pop-up for whatever is needed. A few ideas of when our pop-up service could be hired is to create brand activation, press events, immersive experiences or mobile setups. Our product is diverse and adjustable to meet requirements of all brands. We want to collaborate with sustainable brands that sell products online and give them a temporary store to get more exposure. Making sustainable brands more accessible will help them make more revenue while more people get exposure to them. Making ethical brands available will drive consumers away from fast fashion stores. Teaming up with environmental summits or conferences like the Ocean Conservancy, The Sustainable Ocean Summit or Conference of Parties could be a way to help the community participate and learn about the environmental issues discussed in such events. Our pop-ups could also be hired by governments and cities to raise awareness about proper beach etiquette to keep the oceans blue.

We want to build a relationship with our clients. Keep It Blu plans to engage with our clients as we hope to engage with consumers. Alongside their ideas on paper, we will use our creative team to build an experience that will surpass expectations. With the trust of our clients we plan on building an honorable reputation and endure a long term legacy. Keep It Blu is dedicated to fulfilling client needs and never stops innovating.

Operations

Products and services

Our services come in three different levels: Basic, Advance and Premium. They vary depending on what services are required from us. All packages start with a basic initiation fee. Our initiation fee starts at 15,000 DHS (\$4,084 USD) including the Concept Strategy Plan, Design, Budgeting and Venue Sourcing. From then the prices scale up based on the duration of pop-up and package chosen.

Product/service	Description	Unit price (AED)		
	The Services we provide vary within the plans, such that for Basic, the pop-up will be done at the minimum services required, while standard and premium can be configured in a more customized approach. This will depend case-by-case	30 days	60 days	90 days
Basic	<ul style="list-style-type: none">• Concept plan• Design• Budgeting• Venue Sourcing• Custom Structures• Production Management• Sustainable procurement• POS system• Marketing (organic & paid)• Staffing• Logistical management	60,000	\$108,000	144,000
Standard		90,000	\$168,000	234,000
Premium		120,000	210,000	270,000

Production

The production of a pop-up varies from client to client and their choice of package. however there is a certain standard strategy that applies to all clients. By following our strategy we can deliver a well structured experience to obtain our desired goals for our business and our client. Before any action is taken a location, theme, purpose and goal must be clearly outlined to move forward. Afterwards, we define the location and the target audience. We then proceed to decide what will be the inventory and/or activity of the pop-up stand. After a clear idea of the stand is set, then we can continue to do our part as a marketing agency and go on with the branding and promoting of the event. If required by the client we will go on to recruiting and training staff to work the pop-upstand. Once the pop-up is sustainably established and running, we will monitor all analytics and keep track of our sustainability. At the conclusion of the pop-up we will be to finalize our job with the development of our sustainability report to give back to our clients so they can see their footprint.

Sales and distribution channels

While we are based in Dubai, we hope to work with sustainable brands around the globe. We plan to have an online platform where we can be easy to reach.

Channel	Details
Social Medial	We plan to be on all platforms to get visibility and exposure for our brand
Website	Through our website we will be able to be easy reached
Headquarters	Where people can talk to us in person to gather information

Digital technology

As we plan to work globally, technology is essential to our company. Our digital platforms such as websites and social media accounts will be our best way to get in contact with our clients. We will participate in platforms, like Instagram, TikTok, YouTube and LinkedIn to share our work and collaborations. Through these means we will be able to get more exposure and draw in more clientele. We want to be completely transparent with our projects and our resources to earn the trust of businesses and become their top-choice for the brand.

Information management

Keeping track of our sales and projects is of high importance. We will keep a clear list of all clients and what was done with each one. To better our services we will need to know what services are preferred for our clients and how much revenue is being made with each project. This data should be backed up after every event to keep an up to date record of everything. As stands are temporary it will be important to make sure all papers are in order to be able to operate without interfering with the law. This includes having copies of all trade licenses, registration and permissions are in line with legislations for Keep It Blu and our temporary events. To ensure everything is available for any unforeseen event it is important to have a hard copy of everything as well as a digital one backed up in our cloud. Keep It Blu does not take regulations lightly and always ensures that all paper needed to operate are eligible.

Assets

Premises

We have our headquarters set in Dubai. Our pop-ups are designed to move with our clients. We have our office space where we work and come up with our ideas with our team. As one of our main goals is mobility, we focus on having a transportable set up and work with locally sourced materials. Keep It Blu has very minimal material. Our set up is based with locally sourced materials and we aim to help local businesses depending on where our services are required. We rent all our materials to build our stands. Our sustainable materials ease the process of discarding our inventory whenever needed. However, we set out to limit our waste along with sustainability. We plan to reduce our waste to the minimum. We have a storage space in our headquarters where we keep everything that is used in multiple pop-up stores.

Stock and inventory

As we work with many clients that require different needs we have stock that changes regularly.

Equipment:

Shelving units or display racks to showcase products.

Tables or countertops for product demonstrations or customer interactions

Cash register or electronic POS system for processing transactions.

Payment terminals or mobile card readers to accept various payment methods

Receipt printer for generating customer receipts.

Lighting and Electrical Equipment

Phone or communication system to handle customer inquiries or support

Alarm systems or sensors to detect unauthorized access

Storage cabinets or shelves to store additional inventory or supplies

Cleaning supplies and Basic tools for minor repairs or adjustments

Intellectual property: Apart from our pop-ups our unique brand requires the protection of our brand to stand out from other competitors. We will brand and trademark Keep It Blu so that our branding element is exclusive. Our creative brands are protected from copyrights to distinguish our brand and are protected. Contracts will be drawn up for each client to protect Keep It Blu's agency's rights and interests. We will protect and monitor our intellectual property rights to keep our company protected.

Key people

Our staff

We are starting small with a team of 4 other than the 2 Co-founders. The co-founders are taking on a lot of responsibilities as this is the best way to keep our costs low until break-even is achieved. Through our remaining staff, we have tackled different areas of our business operations spanning from Creatives, Sales, and Marketing. These key personnel will be given responsibilities important to manage custom designs, production, negotiating rental spaces, and client servicing.

Role	Name	Skills and experience
<i>Renee Lavalle</i>	<i>Co-Founder & CSO</i>	BBA in sustainable management, proficient in GRI, SASB, TFND, among other standards
<i>Kirti Rankawat</i>	<i>Co-Founder & CFO</i>	BBA in sustainable management, 4 years of marketing, finance, procurement, real estate experience in leading MNCs
<i>Amit Vardhan</i>	<i>Business Advisor</i>	Entrepreneur of Marketing agency, for the last 20 years and based in Dubai
<i>Federico Benni</i>	<i>Visuals, Creative Director</i>	3 years in creative direction, proficient in 3D modeling, rendering, Photoshop, among other
<i>Paolo Solari</i>	<i>Sales, Client Servicing</i>	2 years as managing assistant and sales representative.
<i>Emma Avery</i>	<i>Marketing Manager</i>	5 years of Self-employed experience with marketing ads on facebook and instagram on client basis

Sources of advice and support

Both the co-founders in this business have strong connections and networks through their parents who are willing to help grow and start this experiential marketing agency. As well as this, our business advisor is also a key person, who has volunteered in helping us guide through this journey as he has an immense amount of past experience running his own firm. In the future, when scaling up we have had the opportunity to make some connections through our entrepreneurship class, as our professor himself has a tremendous experience as an investor in Europe.

Name	Support	Skills and experience
Amit Vardhan	Specializing in mentoring us in this sector of marketing, how to approach projects, and structuring operations	20 years self-employed entrepreneur of marketing agency based in Dubai
Harikishan Rankawat	Through his connections, gradually increasing sales and clientele numbers. Guidance on filing taxes and other financial services	Managing Partner of RNG Auditors, Chairman of The Institute of Chartered Accountants of India and President of FII - Dubai Chapter. 25 years of experience in the Financial sector.
Ezio Ravaccia	Aiding and guidance on investing decisions and scaling up in the future.	Member Italian Institute of Chartered Accountants and the Italian Institute of Certified Public Accountant. With 14 years of experience as a venture capitalist among other professions in finance.

Skill and staff retention strategies

In Dubai, we are required to sponsor their visas, health insurance, among other benefits. We also plan on introducing subscriptions to our employees who want to train themselves in creative skills or be proficient in specific softwares. Monthly, we would like to host some sessions to fight for the ocean; these could include beach cleanups, hosting webinars, or other collaborations. We will also host movie, arcade, bowling nights just to build better relationships with our colleagues.

The market

The problem

The market provides a difficulty for long-term internet businesses, since they frequently fail to get the visibility needed to properly reach their target audience. In a world dominated by larger rivals with significant resources, many firms find it difficult to stand out which is why they need something to engage their customers within. Coming to traditional brick-and-mortar, these storefronts are immobile, making it difficult for businesses to react to changing consumer tastes and expectations. The costs of establishing and maintaining a physical presence are sometimes prohibitive for smaller enterprises. These challenges highlight the urgent need for a solution that bridges the gap between online and physical interactions, allowing sustainable businesses to exhibit their products and ideals in an engaging and meaningful way.

Generally, companies face the issue of differentiating themselves in competitive marketplaces, this can be due to price, product, or marketing. With so many firms offering identical products and services, it is critical for them to have a unique selling point and differentiate themselves from the competition. Our sustainable experience marketing agency serves more than just online sustainable businesses. We are also willing to work with environmental summits, NGOs, and influencers that need help testing the waters before launching their programs or arranging press events to reach a larger audience and when building awareness. We offer a full solution for their marketing needs by extending our services to these businesses, utilizing our expertise in generating engaging and immersive experiences through pop-up stores. Our agency is dedicated to delivering tailored solutions that amplify their messages and engage their target audience, whether it's partnering with environmental summits to raise awareness and promote sustainable practices, assisting NGOs in their mission to drive positive change, or assisting influencers in creating impactful events. As a result of these cooperation, By utilizing the power of experiential marketing, we can enable our clients to stand out, forge stronger connections with their target audience, and ultimately drive business growth.

Our solution

How our business solves the problem – our unique selling point. This is how we'll succeed in the market.

This is where our sustainable experience marketing agency comes in, providing an extremely packed and comprehensive solution that addresses these above challenges faced by our clients. We specialize in the creation, installation, and operation of pop-up stores, offering a seamless and comprehensive solution for long-term enterprises. From concept to implementation, we collaborate with our clients to create breathtaking experiences that make a lasting impression on customers. We are trying to create a distinct platform for all our sustainable clients to identify themselves and connect with their target audience in a meaningful way by adding interactive components, workshops, and demos focused on sustainability. Furthermore, the flexible and transitory nature of our agency avoids the high expenses associated with traditional brick and mortar storefronts, making our services accessible and cost-effective for everybody.

Aside from our skill in building pop-up stores, another major component of our distinct selling point is our ability to generate immediate money through the novel notion of "clicks to bricks." We understand the difficulties that online sustainable businesses confront in generating adequate sales and income. To solve this, we provide these businesses the chance to set up temporary pop-up stores at much more reasonable rates that can be discussed with them on cheaper rental spaces like the beach, allowing them to reach a new client base and turn online interaction into concrete purchases through real experiences but keeping in mind affordability. We assist our clients in leveraging their existing online presence and client base, increasing income streams and extending their reach by smoothly connecting online and physical platforms. The seamless integration of the digital and physical spheres by our agency enables sustainable enterprises to take every new opportunity that comes their way.

More specifically, we have categorized our solutions and what our company offers. This expertise extends to live shows, where we design immersive environments that enhance the overall entertainment experience, leaving a lasting impact on attendees. We also excel in organizing press events, providing a platform for businesses and organizations to showcase their products, initiatives, and announcements to the media and generate valuable buzz. In the corporate sector, we cater to B2B clients, offering tailored pop-up solutions that enable them to host events, workshops, and meetings in unique and memorable settings. We understand the importance of flexibility, which is why we offer multiple pop-up tours, allowing businesses to take their experiences to various locations and reach diverse audiences with mini stores across a specific region all hosted at the same time. Our mobile setup capabilities enable us to create immersive experiences that can be brought to different venues, festivals, or public spaces, ensuring maximum reach and engagement.

Overall, our solutions revolve around providing unforgettable and sustainable pop-up experiences that captivate audiences, elevate brands, and leave a lasting impression. We pride ourselves on our ability to adapt to our different objectives and deliver customized experiences that align with our clients' unique needs, ultimately helping them achieve their marketing goals and drive business success.

Our target market

Keep It Blu The group of customers that we aim to sell our products or services to

Our target market primarily consists of sustainable online companies looking to expand their brand exposure and establish a physical presence. We focus on businesses that share our commitment to sustainability and resonate with our agency's values as you can tell by our company's brand name. Our ideal customers typically fall within the age range of 25 to 45, are environmentally conscious, and value sustainable practices. They are likely to have higher education levels, reside in urban or suburban areas, and possess disposable income to support their ethical purchasing decisions and work in companies or heading a change in the field of sustainability. Our services cater to various industries, including fashion, beauty, home goods, and more. By understanding the specific needs and preferences of our target market, we can tailor our marketing efforts, deliver exceptional experiences, and foster long-term relationships with sustainable companies that align closely with our mission.

More specifically, Keep it Blu serves a wide spectrum of clients in the sustainable sector, and some examples include: green influencers, international summits, and non-governmental organizations (NGOs). Sustainable businesses have access to our specialist experiential marketing services by collaborating with us, allowing them to amplify their brand messaging, reach a larger audience, and develop stronger relationships with their target market.

With their huge internet presence and impact, influencers play a critical role in raising awareness about sustainable and ethical living. We work with influencers that share our beliefs and are enthusiastic about promoting their personal identities and activities. We build engaging experiences that coincide with their personal brand, allowing them to engage with their audience on a deeper level and drive good change by working together. International summits and organizations such as the United Nations (UN) and non-governmental organizations (NGOs) are critical partners in advancing sustainable practices on a global scale. We provide our services to these organizations, assisting them. COP 28 is taking place in Dubai this year, which means we have some important clients to reach out to take our creative services to be produced on a mass scale.

Finally, our target market extends beyond geographical boundaries, as sustainability is a global concern. However, for now we are focused on the GCC region and more specifically Dubai, since there is a growing demand for sustainable products and experiences. Not only that, we are also willing to target internationally who would like to set up from abroad in Dubai, our pop-ups will pave the path for such clients. All in all our USP lies in sustainability and post-operations of the pop-up store, because currently there is no one providing a sustainability report and analytics associated with it the way we will. This report will be in line with the Global Reporting Standards and will showcase important KPIs that we quantitatively measure carbon emission, waste disposal, water, electricity use, everything you can imagine regarding the sustainability of that project. This will also be achieved through our strict sustainable procurement policies. Nevertheless our target market encompasses a wide range of stakeholders within the sustainable sector, united by a shared commitment to environmental responsibility and a desire to make a positive impact on the world.

Advertising and promotion

As our aim is to engage with people and communities we will be on every platform to ensure that consumers and expectations can find our brand easily across the internet. Here are some ideas of how we would use social media to grow our brand. Our content is designed for all ages and makes companies want to work with us.

Channel	Used for	Details
Youtube	Long videos about the set up and sustainability of Keep It Blu	We will regularly upload videos of our brand for everyone to see how we operate. This could include videos of how a pop-up is set up or a vlog of a day in the life of a Keep It Blu worker.
Instagram	Branding and advertising of the company	Through instagram we will constantly share what we are up to. Whether it's a new partnership or a new sustainable practice we are trying to implement.

Linkedin	Communicate with brands	Brands, summits and corporations internationally can easily connect with us through linkedin and
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The competition

While Keep It Blu is the first Sustainable Pop-Up agency there are four other pop-up brands that could be seen as a competition. Though we would be the first of the kind in Dubai, as we plan to work globally we must analyze the market. How we differ from all companies is our emphasis on sustainability from how we build our stand and to who we collaborate with.

Competitor name	Pop-Up Agency	PopUp People/Agency	Be Core	We are Pop Up
Description	An experiential marketing agency focused on creating unique and sustainable pop-up experiences	Staffing for events, trade shows, and other promotional activities	Marketing and advertising agency that specializes in experiential marketing	Staffing for events, experiential marketing, and other promotional activities
Strengths	Has many clients	First agency in Europe	Longest in the market	Marketing
Weaknesses	No marketing	No Marketing	Farthest geographically from us	Not many services available

Key Features	<ul style="list-style-type: none"> - Emphasis on sustainability and eco-friendly practices - Comprehensive event management 	<ul style="list-style-type: none"> - Online platform for brands and property owners - Seamless booking and management process 	<ul style="list-style-type: none"> - Integrated approach to strategy, design, and production - Focus on engaging experiences 	<ul style="list-style-type: none"> - Expertise in creative concept development - Strong network of industry professionals
Target Market	Brands and companies across various industries seeking engaging pop-up experiences.	Brands looking to create memorable pop-up activations and engage their target audience.	Brands aiming to drive sales, showcase products, and create immersive brand experiences.	Brands searching for pop-up spaces to host their activations and temporary retail experiences.
Client Type	Retail brands, consumer goods companies, event organizers, marketing agencies.	Fashion brands, technology companies, food and beverage businesses, lifestyle brands.	Retail brands, fashion and apparel companies, beauty and cosmetics brands, lifestyle products.	Startups, emerging brands, established companies, independent retailers.
Number of employees	10	7	50	20

Pricing strategy

How we set prices for our products/services.

The pricing strategy we chose to firstly allocate them based on the duration of the pop-up because the longer a client decides to keep the Pop-up running, usually through economies of scale we don't have to hike the prices up significantly. We looked at the current market rates through our business advisor, build up a cost sheet to cover all the costs. These expenses were shown monthly, for three different plans, and were as follows: 45250, 53750, 63250, for basic, standard, and premium respectively. The Prices we charged are as follows, 60k, 90k, and 120k. This means that we would be earning 14750, 36250, 56750. This shows that as the projects are longer we are able to raise more. The gross markup was, 27%, 31%, 33% respectively.

SWOT analysis

Strengths

What's good about our business?

- Our expertise and focus on sustainability
- Our innovation and creativity
- Traparnet and value oriented
- The diversity of the product allows it to compete in different markets
- Get the community involved in a positive manner

Weaknesses

What's not so good about our business?

- Limited target market
- Higher cost
- Limited resources
- New to the market

Opportunities

External factors we could take advantage of.

- Growing demand for sustainability and pop-up market
- Collaborations and partnerships
- Regulatory support
- Reach millions and increase awareness
- Get smaller brands more visibility

Threats

External factors that could cause problems for us.

- The small market means more competition
- Budget and financing
- Rise in greenwashing
- Legislation complications
- Unforeseen weather disturbances

How we'll address each weakness and threat

For the materials and set up of the pop-up we will try to locally source materials and upcycle and recycle whatever is used. When entering a new market the only thing we can do is start small and scale up, earning trust with our clients is our priority. We will make sure whoever we are collaborating with has the same brand values as us to avoid any backlash of greenwashing.

Risk management

Risk assessment

Risk/impact description	Likelihood	What we'll do to reduce this risk
Technical failures (e.g., power outage, equipment)	Low	To mitigate this risk, conduct regular equipment maintenance and testing, have backup power sources available, maintain strong communication with technical support for prompt assistance, and develop contingency plans for unexpected technical issues.
Inadequate waste management and environmental impact	Moderate	- Can lead to negative environmental impact and damage the reputation of the pop-up company. To mitigate this risk, implement a comprehensive waste management plan, use eco-friendly materials and products, promote recycling and

		provide designated waste bins, educate staff and customers on sustainable practices, and collaborate with local recycling facilities for proper disposal of waste.
Damage to pop-up infrastructure during transportation	Moderate	- There is a possibility of infrastructure damage during transportation to and from event locations, which may result in delays, additional costs, and compromised customer experience. To mitigate this risk, conduct thorough inspections and maintenance before each event, employ professional transportation services with a track record of handling fragile equipment, securely pack and protect equipment and materials during transit, and have backup supplies available if needed.
Inadequate foot traffic and low customer engagement. There is a risk of not attracting enough foot traffic and failing to engage customers effectively, leading to lower revenue and impact	High	- Conduct comprehensive market research to select high-traffic locations, implement targeted advertising and promotional campaigns to create awareness, leverage social media platforms for increased visibility, collaborate with relevant influencers or partners for wider reach, and offer unique and engaging experiences to draw customer attention.
Insufficient budget allocation for pop-up expenses	Moderate	Can lead to financial strain, compromising the quality of the pop-up experience and potentially limiting revenue generation. To mitigate this risk, thoroughly analyze and estimate costs during the planning phase, maintain a detailed budget and monitor expenses closely, seek cost-saving opportunities without compromising quality, explore partnerships or sponsorship opportunities to offset expenses, and consider alternative funding options if needed.

Health and safety incidents within the pop-up space	Low	Can result in harm to staff, customers, and damage to the company's reputation. To mitigate this risk, conduct regular health and safety inspections, develop and communicate clear emergency procedures, train staff on safety protocols and customer assistance, provide first aid kits, maintain contact with emergency services, and ensure compliance with relevant health and safety regulations.
Inadequate insurance coverage for unforeseen events	Low	can leave the pop-up company vulnerable to financial losses due to unforeseen events such as property damage, theft, or liability claims. To mitigate this risk, thoroughly review and update insurance policies to ensure they adequately cover potential risks, consult with insurance professionals to identify any gaps or necessary adjustments, and maintain accurate records of assets and liabilities for insurance purposes.
Intellectual property infringement or legal issues. There is a risk of intellectual property infringement or legal issues arising from the pop-up company's marketing materials, designs, or partnerships.	Low	To mitigate this risk, conduct thorough research to ensure compliance with copyright and trademark laws, seek legal counsel for guidance on contracts and agreements, maintain clear documentation of permissions and licenses, and regularly review and update policies and practices to align with evolving legal requirements.
Limited or inaccurate data for decision-making leading to suboptimal strategies and outcomes.	Moderate	To mitigate this risk, invest in robust data collection and analysis systems, ensure data accuracy and integrity through regular quality checks, use reliable sources for market research and customer insights, and leverage data analytics tools to gain meaningful insights for informed decision-making.

Adverse weather conditions impacting operations	Moderate	To mitigate this risk, closely monitor weather forecasts and plan accordingly, have contingency plans in place to adapt to changing weather conditions, invest in weather-resistant infrastructure and equipment, and communicate updates and alternative arrangements to customers in a timely manner.
Inadequate staffing or insufficient skill sets	Moderate	To mitigate this risk, conduct comprehensive workforce planning and hire sufficient staff with relevant experience and skills, provide comprehensive training and ongoing professional development opportunities, establish clear roles and responsibilities, and foster a supportive and collaborative work environment to enhance employee satisfaction and retention.
Regulatory compliance and legal obligations. Failure to comply with applicable regulations and legal obligations can result in fines, penalties, reputational damage, and legal disputes.	Low	To mitigate this risk, stay updated on relevant laws and regulations applicable to your industry and location, establish internal policies and procedures to ensure compliance, seek legal counsel to review contracts and agreements, and conduct periodic compliance audits to identify and address any potential gaps or issues.
Negative customer reviews and reputation damage	High	To mitigate this risk, prioritize exceptional customer service and satisfaction, actively seek customer feedback and address concerns promptly, implement a robust reputation management strategy, leverage positive customer testimonials and reviews, and continuously improve the overall customer experience through continuous feedback and process enhancements.

Supply chain disruptions and inventory management issues. Can impact the availability of products or materials required for the pop-up operations.	Moderate	To mitigate this risk, diversify suppliers and maintain strong relationships, monitor inventory levels and implement efficient inventory management systems, have contingency plans in place for alternative sourcing or temporary substitutions, and establish effective communication channels with suppliers to address any potential issues proactively.
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Insurance

Insurance type	Details
General Liability Insurance	This insurance provides coverage for bodily injury, property damage, and personal injury claims that may arise during the operation of pop-up stores or events. It protects the business from legal liabilities and associated costs.
Product Liability Insurance	As the Keep It Blue deals with physical products in pop-up stores, product liability insurance is crucial. It covers potential claims arising from injuries or damages caused by a defective product, ensuring protection against legal and financial risks.
Property Insurance	This insurance covers the company's physical assets, including pop-up store installations, equipment, and inventory. It protects against risks such as fire, theft, vandalism, or natural disasters, providing financial coverage for repairs or replacements.
Employees Insurance	The company's employees, workers' compensation insurance is necessary. It covers medical expenses, lost wages, and rehabilitation costs for employees who suffer work-related injuries or illnesses.

Professional Liability Insurance	Also known as errors and omissions (E&O) insurance, professional liability insurance protects the company against claims of negligence, errors, or omissions in the services provided. It is particularly relevant when offering marketing and event management services to clients.
Cyber Liability Insurance	Given the digital nature of marketing and the potential risk of data breaches, cyber liability insurance is essential. It helps cover costs associated with data breaches, including legal fees, notification expenses, credit monitoring services, and potential damages to affected parties.
Commercial Auto Insurance	For any vehicle for transporting equipment, materials, or staff to various pop-up locations, commercial auto insurance provides coverage for accidents, damages, and injuries that may occur during business-related driving.

Succession plan

Keep It Blu plans to keep growing as much as possible. Both co-founders are committed to their company. In case one steps down or an unforeseen event happens, the other will step in. Keep It Blu is a family, our workers are committed to our brand and we know we can trust our employees to take care of it. Every 6 months a meeting will be held to ensure that we are all aware of what will happen to our company in case of an accident. We will be transparent and communicate with our clients in case of an unplanned event and communicate any alterations to the company and how it may affect them or their services requested.

Laws we'll need to comply with

Keep It Blu is responsible for the following legislation of our own company and the legal set up and functioning of our pop-up stores. As we will be based in Dubai, we have to comply with the set of laws required to start a business there. This process requires us to register our business, obtain a trade license, open a corporate bank account, secure the funding with many other additional requirements. To operate our Pop-ups we will need additional papers and

permits to fulfill our vision. As a temporary business, we will need to collect a permission for the event as well as a trade license, register and documentation for each business and pop-up, get the permit for the venue and tenancy agreement and comply with the Tax obligations of Dubai.

Goals and actions

Keep It Blu plans to keep growing. FURther ahead we will illustrate how we plan in doing so.

Goals for next year

	<i>Get our first client</i>	<i>Break even</i>	<i>Track our progress and see that we are raising awareness for a cause</i>
Actions to achieve goal	We will be able to show Keep It Blu's potential and enter the market formally	After 20 clients we are expected to break even and start earning revenue	Finding a way to collaborate and see that our project is meeting goals as expected.
Due date	One year in business	One year in business	One year in business

Goal: Increase Revenue by 30%

Actions to Achieve Goal:

1. Develop and execute targeted marketing campaigns to attract new clients and drive sales.
2. Implement cross-selling and upselling strategies to maximize revenue from existing clients.
3. Streamline operational processes to increase efficiency and reduce costs.
4. Explore new revenue streams, such as offering additional services or expanding into new markets.

Due Date: Within the next year

Who's Responsible: CFO

Goal: Establish Strategic Partnerships with Influencers and NGOs

Actions to Achieve Goal:

1. Identify and research potential influencers and NGOs aligned with the company's values and target audience.
2. Reach out to influencers and NGOs to explore collaboration opportunities, such as joint marketing campaigns or co-created pop-up experiences.
3. Develop mutually beneficial partnership agreements that outline objectives, expectations, and deliverables.
4. Actively engage and nurture relationships with influencers and NGOs to foster long-term partnerships.

Due Date: Within the next year

Who's Responsible: Co-founders

Goal: Expand Geographical Reach into New Markets

Actions to Achieve Goal:

1. Conduct market research to identify potential markets with a high demand for sustainable experiential marketing.
2. Develop a market entry strategy for each target market, considering factors such as local competition, consumer preferences, and regulatory requirements.
3. Establish partnerships with local vendors, suppliers, and event organizers to facilitate market entry and operations.
4. Execute targeted marketing and promotional campaigns tailored to each new market.

Due Date: Within the next year

Who's Responsible: Sales

Goal: Enhance Customer Satisfaction and Retention

Actions to Achieve Goal:

1. Conduct customer satisfaction surveys to gather feedback and identify areas for improvement.
2. Implement customer-centric strategies, such as personalized experiences and proactive communication.
3. Enhance customer support and after-sales services to address customer inquiries and concerns promptly.
4. Develop loyalty programs and incentives to encourage repeat business and foster long-term customer relationships.

Due Date: Within the next year

Who's Responsible: Co founders and marketing manager

Goals for the next 3 years

	<i>Expand Client Base and Revenue</i>
Actions to achieve goal	<ul style="list-style-type: none">• Develop targeted marketing campaigns to reach sustainable companies, influencers, NGOs, and corporate clients.• Strengthen networking efforts to build relationships with potential clients and industry partners.• Enhance online presence through website optimization, social media engagement, and content marketing.• Participate in industry events, trade shows, and conferences to showcase the company's expertise and attract new clients.
Due date	Ongoing Process
Who's responsible	Marketing Manager with CFO

Promote Ocean Awareness and Sustainability

Actions to achieve goal

- Collaborate with ocean conservation organizations to support their initiatives and integrate their messaging into pop-up experiences.
- Design educational components within pop-up stores to raise awareness about ocean conservation and sustainable practices.
- Participate in environmental summits and conferences to share insights and advocate for sustainable marketing practices.
- Develop partnerships with influencers and ambassadors who share the company's commitment to ocean awareness.

Due date

Ongoing Process

Who's responsible

Marketing Manager with CSO

Enhance Brand Reputation and Recognition

Actions to achieve goal

- Implement a comprehensive brand marketing strategy to build brand recognition and increase brand visibility.
- Seek opportunities to collaborate with industry leaders and thought influencers to enhance credibility.
- Submit entries for relevant industry awards and recognition programs.
- Leverage client testimonials and case studies to showcase successful pop-up experiences and positive impact.

Due date

Ongoing Process

Who's responsible

Marketing Manager with CSO

	<i>Foster Innovation and Adaptability</i>
Actions to achieve goal	<ul style="list-style-type: none"> • Stay updated on emerging trends in experiential marketing, sustainability, and technology advancements. • Conduct regular market research to identify evolving client needs and preferences. • Encourage a culture of innovation within the company by promoting creative thinking and idea generation. • Invest in ongoing training and development opportunities for the team to stay ahead of industry developments.
Due date	Ongoing
Who's responsible	CSO

The finances

Finance needed and Sources of funding

Keep It Blu will be self-funded by Kirti Rankawat and Renee Lavallo. They are investing in something that inspires them and that they hope will bring increasing revenue to them in the future years. They are investing 250,000 AED each to total 500,000 AED (\$136,128.50 USD) to start their venture. The funding will go into starting the company. The money will go into acquiring all the supplies, rent, insurance and other needs.

Current Finances

In 2024, Keep it Blu achieved a total revenue of 3,150,000 dirhams through its various service offerings, including Basic, Standard, and Premium packages. After deducting project-specific expenses amounting to 2,289,750 dirhams, the company generated a contribution of 860,250 dirhams. However, salary and other expenses of 734,400 dirhams were incurred, resulting in a net profit of 125,850 dirhams. This PNL condition indicates a positive trend, demonstrating the company's ability to generate revenue and manage expenses effectively, positioning Keep it Blu on a path of financial stability and growth.

In 2024, Keep it Blu's balance sheet showed a total equity of 625,850 dirhams, comprising an equity capital of 500,000 dirhams and accumulated profit of 125,850 dirhams. The company had liabilities amounting to 252,013 dirhams, including salary and miscellaneous payables of 61,200 dirhams and trade payables of 190,813 dirhams. The total equity and liabilities amounted to 877,863 dirhams.

However, the current assets section comprised a bank balance of 615,363 dirhams and receivables of 262,500 dirhams, resulting in a total asset value of 877,863 dirhams. This balance sheet snapshot suggests that the company has a strong equity position and a healthy level of assets compared to its liabilities, leading to a generally stable financial position.

In 2024, Keep it Blu had an opening bank balance of 500,000 dirhams. The cash flow statement indicates a total cash inflow of 3,387,500 dirhams, which was primarily derived from collections from customers. However, the company had significant cash outflows, including payments to suppliers for pop-up expenses amounting to 2,098,938 dirhams, as well as payments to suppliers for salaries and other expenses totaling 673,200 dirhams. Despite these cash outflows, Keep it Blu maintained a closing bank balance of 615,363 dirhams.

Blu managed its cash flow effectively and maintained a healthy level of cash reserves. This suggests that the company was able to meet its financial obligations and had the necessary resources to support its ongoing operations and future growth.

Balance forecast

Balance Sheet	2024	2025	2026	
Equity	500.000	500.000	500.000	
Profit	125.850	871.200	4.271.050	
Total Equity	625.850	1.371.200	4.771.050	
Liabilities				
Salary and Misc. Payables	61.200	61.200	61.200	
Trade Payables	190.813	271.938	694.479	Pay after 30 days
Total Liability	252.013	333.138	755.679	
Total Equity & Liabilities	877.863	1.704.338	5.526.729	
Assets				
Non current Assets				
Building & Office	-	-	-	
Total Assets	-	-	-	
Current Assets				
Bank Balance	615.363	1.309.088	4.487.729	
Receivables	262.500	395.250	1.039.000	Collection after 30 days
Total Assets	877.863	1.704.338	5.526.729	

Equity Ratio:

- 2024: Equity Ratio = Total Equity / Total Assets = 625,850 / 877,863 = 0.71 or 71%

- 2025: Equity Ratio = 1,371,200 / 1,704,338 = 0.80 or 80%

- 2026: Equity Ratio = 4,771,050 / 5,526,729 = 0.86 or 86%

It is an increasing percentage which shows the assets are strengthening over the years.

Current Ratio:

- 2024: Current Ratio = Current Assets / Current Liabilities = 877,863 / 252,013 = 3.48
- 2025: Current Ratio = 1,704,338 / 333,138 = 5.11
- 2026: Current Ratio = 5,526,729 / 755,679 = 7.32

Blu has improved its liquidity position over the years, with a greater ability to cover its short-term liabilities using its current assets.

Profitability:

- 2024: Profit Margin = Net Profit / Total Revenue = 125,850 / 3,150,000 = 0.04 or 4%
- 2025: Profit Margin = 871,200 / 1,218,000 = 0.72 or 72%
- 2026: Profit Margin = 4,271,050 / 720,000 = 5.92 or 592%

The significant increase in the profit margin over the years indicates a substantial improvement in Keep it Blu's profitability, with higher returns on its revenue. This has been mainly due to the fact that the pricing strategy has been increasing by a small amount each year, as the company has been doing well. Not only this, with a few premium clients increasing the profits have taken to serious heights.

Overall, these ratios demonstrate positive progress for Keep it Blu with such trends suggesting that our company has successfully managed its resources, strengthened its financial standing, and achieved significant growth in profitability over the analyzed period.

Expenses Breakup:

Expenses Break up	Monthly	Monthly	Monthly	Total
	Basic	Standard	Premium	5
Project Related				
Exp. for Pop-up store				
Event Specific Manpower	4.000	4.000	4.000	
Custom Structure outsourced	4.000	5.000	6.000	
Insurance	750	1.000	1.250	
Marketing	10.000	12.000	15.000	
Rent	20.000	25.000	30.000	
Equipment supplies	3.000	3.000	3.000	
POS System	500	500	500	
Cleaning Exp.	1.000	1.250	1.500	
Permit	2.000	2.000	2.000	
Total	45.250	53.750	63.250	
Exp. for our office				
Salaries for 5 employees				20.000
Insurance				5.000
Marketing				20.000
Rent				5.000
Equipment supplies				5.000
Accounting Outsourced				2.000
Cleaning Exp.				1.000
Permit				2.000
DEWA				1.200
Total				61.200

Profit and loss forecast

Profit and Loss Account	2024	2025	2026
Revenue			
Basic	1.212.000	1.611.000	4.368.000
Standard	1.218.000	1.773.000	5.592.000
Premium	720.000	1.359.000	2.508.000
Total Revenue	3.150.000	4.743.000	12.468.000
Project Specific Expenses	2.289.750	3.263.250	8.333.750
Total Variable Expenses	2.289.750	3.263.250	8.333.750
Contribution	860.250	1.479.750	4.134.250
Salary and other Expenses	734.400	734.400	734.400
Net Profit	125.850	745.350	3.399.850

Gross Profit Margin:

- 2024: Gross Profit Margin = (Total Revenue - Total Variable Expenses) / Total Revenue =
 $(3,150,000 - 2,289,750) / 3,150,000 = 27.28\%$

- 2025: Gross Profit Margin = $(4,743,000 - 3,263,250) / 4,743,000 = 31.25\%$

- 2026: Gross Profit Margin = $(12,468,000 - 8,333,750) / 12,468,000 = 33.14\%$

There is an increasing trend in the gross profit margin indicating that Keep it Blu has been able to improve its profitability with an average increase of 2%-3%

Net Profit Margin:

- 2024: Net Profit Margin = Net Profit / Total Revenue = $125,850 / 3,150,000 = 3.99\%$
- 2025: Net Profit Margin = $745,350 / 4,743,000 = 15.70\%$
- 2026: Net Profit Margin = $3,399,850 / 12,468,000 = 27.29\%$

Keep it Blu is achieving higher returns on its revenue year on year.

Return on Equity (ROE):

- 2024: ROE = Net Profit / Total Equity = $125,850 / 625,850 = 20.10\%$
- 2025: ROE = $745,350 / 1,371,200 = 54.31\%$
- 2026: ROE = $3,399,850 / 4,771,050 = 71.23\%$

There is quite a significant increase in ROE over the years showcases Keep it Blu's ability to generate higher returns for its shareholders.

Cash flow forecast

Cash Flow Statement (Direct)	2024	2025	2026
Opening Bank Balance	500.000	615.363	1.309.088
Collection from Customers	2.887.500	4.610.250	11.824.250
Total Cash Inflow	3.387.500	5.225.613	13.133.338
Paid to Suppliers for Pop-up	2.098.938	3.182.125	7.911.208
Paid to Suppliers for our Salary/Exp.	673.200	734.400	734.400
Total Cash Outflow	2.772.138	3.916.525	8.645.608
Closing Bank Balance	615.363	1.309.088	4.487.729

After
30
days

After
30
days

Cash Flow from Operations:

- 2024: Cash Flow from Operations = Total Cash Inflow - Total Cash Outflow = 3,387,500 - 2,772,138 = 615,362

- 2025: Cash Flow from Operations = 5,225,613 - 3,916,525 = 1,309,088

- 2026: Cash Flow from Operations = 13,133,338 - 8,645,608 = 4,487,730

The cash flow from operations indicates the cash generated from the company's core business activities. The increasing trend signifies improved operational cash flow, reflecting Keep it Blu's ability to generate more cash through its operations.

Cash Flow Ratio:

- 2024: Cash Flow Ratio = Cash Flow from Operations / Total Current Liabilities = 615,362 / (61,200 + 190,813) = 1.97

- 2025: Cash Flow Ratio = 1,309,088 / (61,200 + 271,938) = 3.62

- 2026: Cash Flow Ratio = 4,487,730 / (61,200 + 694,479) = 5.87

The increasing trend indicates a stronger ability to meet short-term obligations.

Break-Even

1 Numerator:

Total Fixed Cost	2024	2025	2026
Salary and other Expenses	734.400	734.400	734.400
Total Fixed Cost	734.400	734.400	734.400

2 Denominator

Contribution	2024	2025	2026
Total Revenue	3.150.000	4.743.000	12.468.000
Variable Cost	2.289.750	3.263.250	8.333.750
Contribution	860.250	1.479.750	4.134.250

3 Break Even Calculation

	2024	2025	2026
Annual Cost	734.400	734.400	734.400
Annual Contribution	860.250	1.479.750	4.134.250
Times	0,85	0,50	0,18
No. of Months in above Cost	12	12	12
No. of Months to Break Even	10,24	5,96	2,13

Keep it blu will reach break-even on the 10th month of operations in the first year i.e. 2024. Furthermore, we have injected AED 500,000 as initial capital, however for the first month we will only require AED 250,000. Blu will sustain without further introduction of capital after the first month from their positive operating cash flow as the sales are steadily increasing continuously month after month.

Brand Sustainability

UN SDGs applied

Keep It Blu is committed to implement seven out of 17 Sustainable Development Goals as part of the United Nations agenda for 2023. As stated in the beginning, we want to focus on life below water. We want to play our part in raising awareness and educating whoever steps into our pop-ups to open their minds to a more conscious way of living. Whether we can get through people through actions such as conscious consumption or learning through a summit. We plan to report and be fully transparent with our application of the SDGs in our company.

SDG 6 which focuses on ensuring access to clean water and sanitation for all. Applying SDG 6 to our company means integrating sustainable water management practices and promoting access to clean water and sanitation within the company's operations and supply chain. With SDG 7 we aim to ensure access to affordable, reliable, sustainable, and modern energy for all our clients. We will promote sustainable energy practices, promoting energy efficiency, and supporting the use of renewable energy sources. SDG 8 promotes sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. Not only inside of our company but those who work with us as well. We foster a fair and inclusive work environment, promoting decent work practices, and contributing to economic growth in a sustainable manner. Applying SDG 11 to Keep It Blu means adopting sustainable practices within the company's operations and contributing to the development of sustainable cities and communities. SDG 12 focuses on ensuring sustainable consumption and production patterns. Applying SDG 12 to a company involves adopting sustainable practices throughout the value chain, promoting resource efficiency, and minimizing waste generation. Applying SDG 14 to Keep It Blu involves adopting practices that promote ocean conservation, sustainable fisheries, and the protection of marine ecosystems. And lastly SDG 17 emphasizes the importance of partnerships for the goals. We will focus on strengthening partnerships and cooperation to achieve sustainable development. Applying SDG 17 to our company involves actively engaging in partnerships, collaborations, and initiatives that promote sustainable development and contribute to the achievement of raising awareness for our oceans.

Our Sustainability

Keep it Blu is a pioneering sustainable experiential marketing agency dedicated to promoting environmental consciousness and ocean conservation. With a unique selling point of providing sustainable reports and procuring sustainably, we strive to lead the way in environmentally responsible marketing practices. Our holistic approach encompasses every aspect of our business operations, from the design and execution of pop-up stores to our collaborations and partnerships. Through innovative solutions, educational experiences, and strategic collaborations, Keep it Blu aims to create a positive impact on both businesses and the planet.

Central to our commitment to sustainability is the provision of comprehensive sustainable reports. These reports offer our clients valuable insights into the environmental impact of their pop-up experiences. By analyzing factors such as carbon emissions, waste generation, and resource consumption, we help businesses understand their ecological footprint and identify areas for improvement. Our collaborative approach involves working closely with sustainability experts and utilizing internationally recognized standards to ensure accurate and meaningful data. These reports empower our clients to make informed decisions, set sustainability goals, and track their progress towards a greener future. At Keep it Blu, we recognize the significance of sustainable procurement in minimizing the environmental impact of our operations. We actively source environmentally friendly materials, products, and services to create our pop-up stores and experiences. By prioritizing suppliers who adhere to sustainable practices, we ensure that our procurement processes align with our commitment to the planet. Collaborating with eco-conscious manufacturers, we obtain sustainable alternatives for construction materials, furniture, and decor. This approach not only reduces waste and pollution but also supports the growth of sustainable industries and drives positive change across the supply chain. We acknowledge that collaboration is key to achieving meaningful sustainability outcomes. Keep it Blu actively seeks partnerships with like-minded organizations, including environmental summits, NGOs, and ocean conservation initiatives. By joining forces with these entities, we amplify our collective impact and reach a wider audience with our message of sustainability.

Collaborations may involve organizing joint events, co-creating educational workshops, or even sponsoring initiatives that support marine conservation and environmental awareness. Through these partnerships, we foster a network of change-makers, encouraging the exchange of ideas and innovative solutions to address pressing sustainability challenges. Education is at the core of our mission to empower businesses and individuals to make sustainable choices. Through our pop-up stores and experiences, we integrate interactive elements, workshops, and demonstrations that educate and inspire participants about sustainable practices. By creating immersive experiences that highlight the importance of ocean conservation and environmental stewardship, we foster a deeper connection between consumers and sustainability. These experiences not only raise awareness but also empower individuals to make conscious choices in their daily lives, ultimately driving a broader shift towards a more sustainable future.

Keep it Blu is more than just a sustainable experiential marketing agency. It is a catalyst for positive change, transforming the way businesses engage with sustainability and environmental responsibility. We strive to create a lasting and meaningful impact on our clients, the environment, and society as a whole. With Keep it Blu, businesses can align their marketing efforts with their values, raise awareness about ocean conservation, and contribute to a brighter, bluer future. Together, we can make a difference, one pop-up at a time.

Thank you !

Co-founder Kirti

Co-founder Renee