SUNN DAO

SUSTAINABILITY UNITED FOR NURTURING NATURE

BY

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WHO IS SUNN DAO?

Developed by two artists wanting to make a change in their community. A company that would create a community to learn more about blockchain, clean energy, how to be self-sufficient, and more.

POINTS THAT DEVELOPED SUNN

- Self-Sufficiency
  - Take back your own data and IP
  - Growing your own food
  - Learning more about the up-and-coming crypto/blockchain industry
  - Host educational programs for consumers to learn
  - More energy equity
  - Eliminate expensive housing

SUNN's mission is to empower and support communities around the world to become more self-sufficient and sovereign paired with the crucial educational programming and workforce solutions that will allow for the growth of vital alternative resources in food and energy that are the future for individuals in the US and internationally.

VISION

Strive to create a brighter future for our planet through innovative and sustainable solutions. SUNN looks to implement pilot programs that scale to full sovereign city development. Through a vertically integrated system and regenerative methods, we are disrupting the outdated supply chain of food, waste, and energy

PROGRAMS & MORE

Educational Programs

- Learn more about blockchain
- Learn more about smart contracts & NFT's
- Learn more about data management
- How to grow your own garden and be self-sufficient

Events

Events to launch new projects

- A Garden in a Jar
- Handmade Soaps
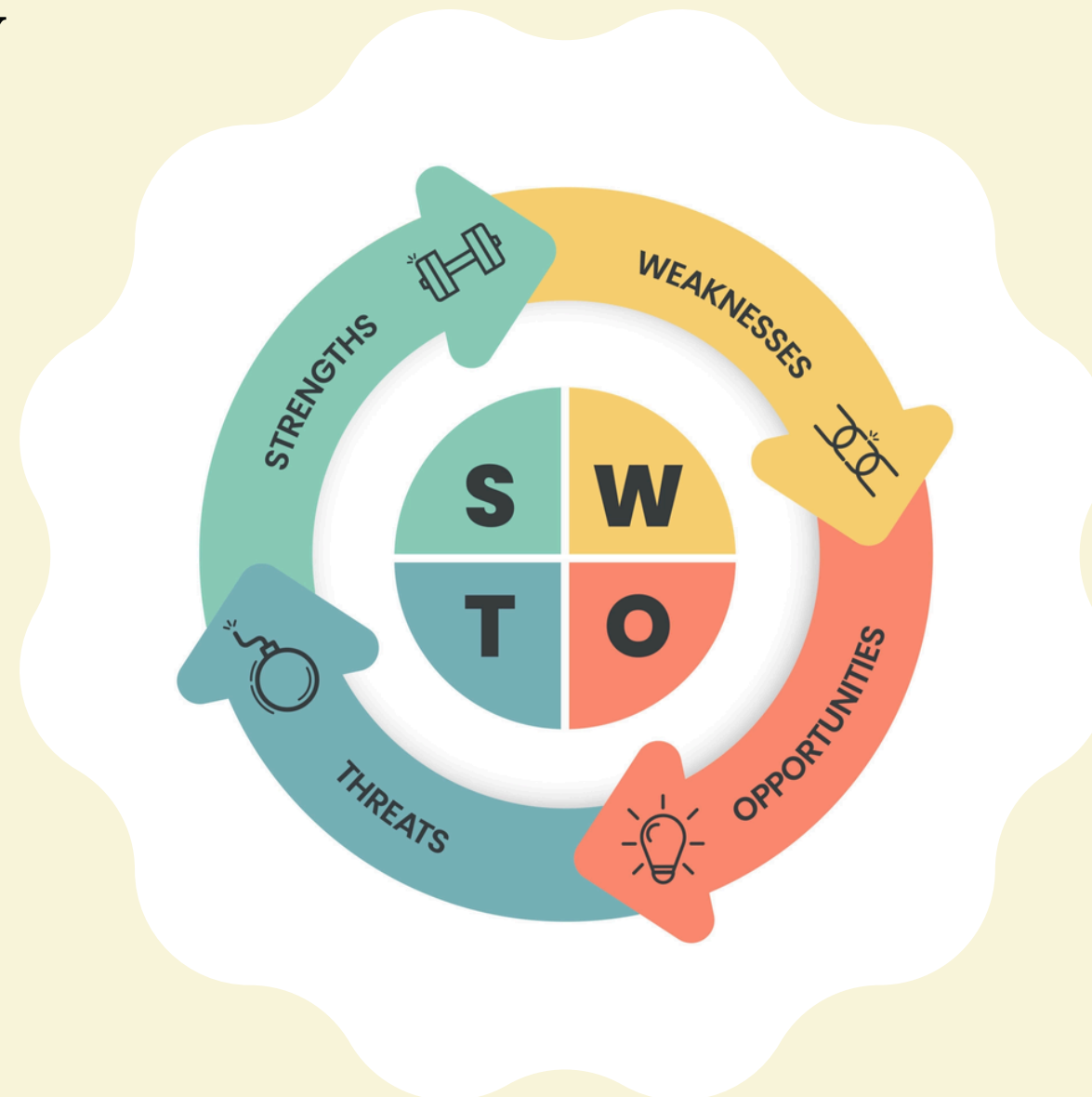- Essential Oils
- Microgreen Gardens
- NFTs

SWOT ANALYSIS

Strengths:
- block-chain opportunity
- NFTs, crypto, sustainability, and humanitarian aspects

Weaknesses:
- Risk a different way of operating
- DOW rather than an LLC
- Infancy stage
- Newer model of a company compared to an LLC

Threats:
- Big Pharma, Big Agriculture, larger energy companies

Opportunities:
- To partner with larger energy companies, agriculture companies, and more
- Get your name out in the market

IMPLEMENTATION RECOMMENDATION TARGET MARKET

- Attend local markets to showcase your products, and sign people up for educational workshops on crypto, blockchain, and more.
- Using local job fairs to find partnerships with target companies. Such as energy companies, food companies, vendors, etc.
- Social media: broadcast live videos of the workshops, and open an online shop for the products.
- Update the website regarding the goals of the organization and steps to achieve these goals. Include upcoming markets, workshops, and more.
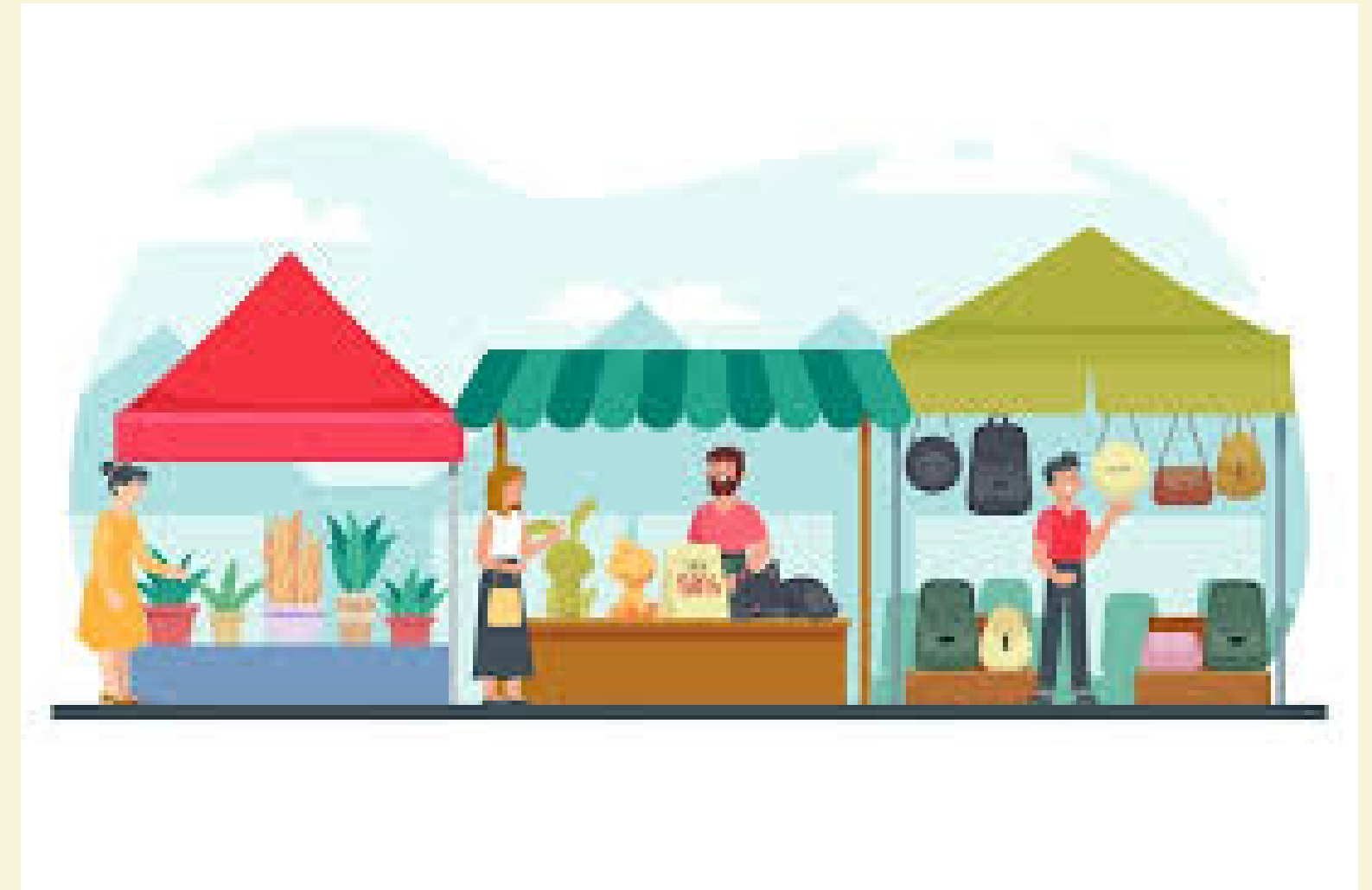
IMPLEMENTATION RECOMMENDATION

TARGET MARKET

- Another target market to go is young people. Young people are invested in climate change and making sure that the world has a sustainability. Having to go to college campuses of having a discussion about the company and

- The target market would be suburban areas and consumers from ages 30-50. Consumers in this target audience are well-established and would appreciate more of the educational programs SUNN has to offer.

- Both in Florida and Texas

PEST ANALYSIS

- Political Factors
  - Lobbying experienced high levels of pushback.
  - Humanitarian ideas politicians respected and agreed upon.
  - Lobbying reflects that people have power despite elected officials in office

- Economic Factors
  - European cities in suburban areas in America/Houston
  - Business standpoint: there will be a disruption.

PEST ANALYSIS

- Social Factors
  - Creating Community of suburban areas
  - Advocate of decreasing for houses
  - Community Forward

- Technological Environment:
  - Not worried about restrictions
  - Gifted Land in the Metaverse
  - Utilize technology
    - A closer relationship with the natural environment

POLITICAL FACTORS   ECONOMIC FACTORS   SOCIAL FACTORS   TECHNOLOGICAL FACTORS

P E S T

ANALYSIS

INDUSTRY ANALYSIS

- Web 3 Crypto world, there are a lot of projects and ideas that solve one area of a problem but don't solve the entire thing.

- The idea of SUNN is a reorganization of all these ideas in communities, saying this is how we should organize and how we can have individualistic ideas with data file management.

- A new idea that is breaking pathways in a grey area and provides that ecosystem of education that gives a plethora of resources

- Threats that Sunn Dao is dealing with are Big Pharma and Big Agriculture that the company is dealing with.

- Product(s):
  - Garden in a Jar
  - NFT's
  - Essential Oils
  - Soaps

- Place:
  - Farmer's markets
  - Local stores (wholefoods, target, etc)

THE FOUR P'S

- Promotion:
  - Advertisements through social media
  - Commercials
  - LinkedIn
  - Networking (word of mouth)
- Price
  - Garden in a Jar (range of $15 - $17)
  - Soaps ($4 - $7)
  - Essential Oils $8
  - NFT's (vary based on the graphic)

THE FOUR P'S

THANK YOU FOR YOUR TIME!

RESOURCES

"Home." SUNNblockchain.Io, www.sunnblockchain.io/. Accessed 7 May 2024.