OVERVIEW

Our business name is Coloby. We have no physical office yet but we have an online presence at [www.coloby.com](http://www.coloby.com/).

Coloby is a community where people collaborate to do research and achieve results. It is a place where investors fund research and industries come for solution, a place to source for indigenous data and trends. Our vision is ‘to be the Home for Research, Data and Solutions’ and our mission is ‘to help people achieve unattainable goals through collaboration, networking and by being the resource for solutions’.

Coloby is a partnership and we run a flat structure. With Adekemi being accountable for …, Noah being accountable for…, Damilola being accountable for …

MESSAGE

At Coloby, we understand that research can be a daunting task. However, we know the importance of collaboration and how ‘Alone we can do so little, but together we can do so much’ – Helen Keller. We also know that ‘Team work makes the dream work’- Bang Gae. Hence, at Coloby, we aim to bring people together leverage on networking and collaboration to birth solutions that may have otherwise remained ideas. They are able to achieve this by sharing their burdens, strengths and skills to achieve results.

This community is open to every ‘adult’. Hence, everyone – academic or not, employed or not - gets a chance at providing solutions to problems facing humanity ranging from life or peace threatening problems to solutions that make our lives better, easier and happier. Hence, at Coloby, even very busy people with idea and goals that seemed unachievable are able to achieve them.

We take this even further by making our solutions available to future researchers for data and industries as solutions.

Overall, Coloby sets out to provide some sort of solution and comfort to providing solutions to problems, data for decision making and future research, Emloyment by making people researchers and solution providers in their own rights and a ‘way-out’ for people that are underemployed, especially those that’ll rather be doing research. We’ll achieve this by creating a website that is friendly, easy to navigate and that aids networking and collaboration. Then, we’ll set out to get our target customers on the website. We’ll palce targeted ads on platforms that we believe already has those we intend to serve. Some of these platforms include but not limited to Linkedin, Twitter, Youtube and Facebook.

Coloby serves people with ideas that are open to collaboration to hasten, ease and improve solutions.

We decided to build his community because we are empathetic to people with ideas and unattainable goals and believe with coloby, they’ll be more fulfilled and live better lives. Another reason is to be a part of the solutions to problems faced by humanity as we believe Coloby will grow to be a home for solutions. Coloby will also give people a hobby that is not just fun but solves problems and that could be profitable.

Customers should choose us over competition because we’ll go all out to get people that could collaborate with them in the community, be with them through the process, and secure their data and solutions. We’ll also bring the buyers of their solutions to them when applicable.

MARKETING