



# Proposal for Collaboration

*"Making Nepal financially literate."*





## MISSION

Aware and Educate Nepalese Community to their full potential by providing educational content and life changing skills.

Specially curated and hand picked course with a platform to grow more and make calculated decisions financially.

All in all, a bridge between educational system & practical field experience.

## VISION

Empowering Nepalese Youth on financial literacy at an early stage to become prominent self dependent entrepreneurs in future.

# ABOUT US

Founded in 2018 with a mission to build financial discipline in the masses by Sanjog Koirala, who is an Entrepreneur.

Ideapreneur Nepal aims to be an integrated platform that bundles Scientific financial planning, Handpicked courses and customized stock analytics into one convenient Account.

We are focused on empowering Nepalese youth through financial literacy having a life changing impact.

We educate and also spread awareness to young entrepreneurs into making right choice and help them in Making their idea into successful entrepreneurship. Ideapreneur stands for a place where **IDEAS meet ENTREPRENEURS.**



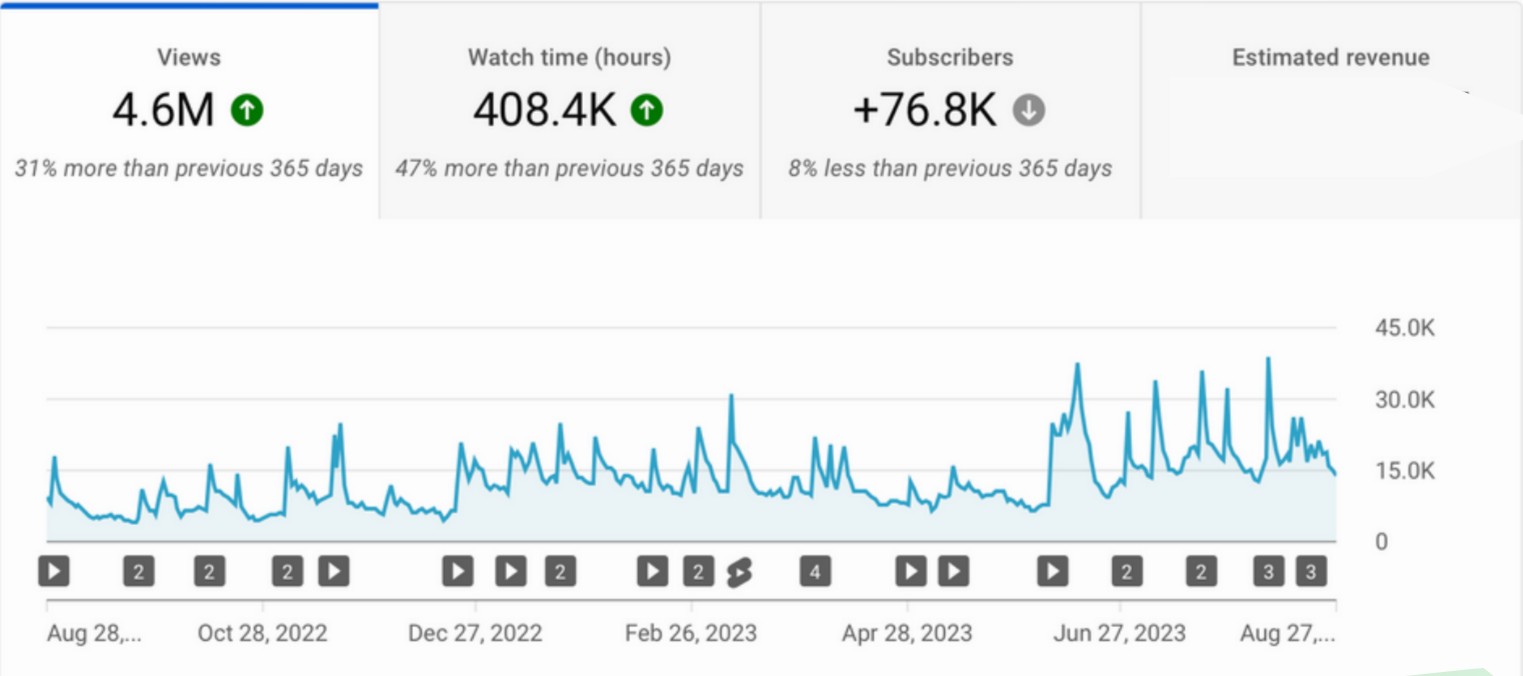
# ANALYTICS OVERVIEW : YOUTUBE



## Channel analytics

Overview Content Audience Revenue Research

Your channel got 4,618,410 views in the last 365 days





# ANALYTICS OVERVIEW : YOUTUBE




## Top Performing Videos


👁 252k+ Views ↑

👁 232k+ Views ↑


👁 193k+ Views ↑



Which SIP to choose ? SIP कुन मा गर्ने ? Mutual Fund SIP head to head Comparison in Nepal.  
252K views · 7 months ago



Nepal मा कुन Investment ले सबैभन्दा राम्रो Return दिन्छ? | Best Asset Class for investment in...  
232K views · 10 months ago



Ghorahi Cement IPO | भर्ने कि नभर्ने त ? | Nepal Stock Market | IPO on premium Explained.  
193K views · 4 months ago

# ANALYTICS OVERVIEW : TIKTOK



- Homepage
- Analytics
- Overview
- Audience
- Video
- Creative Hub
- Activity & support
- TikTok For Business
- Settings
- Business registration

## Overview

Download data

- Last 7 days
- Last 28 days
- Last 60 days
- Custom

### Reach

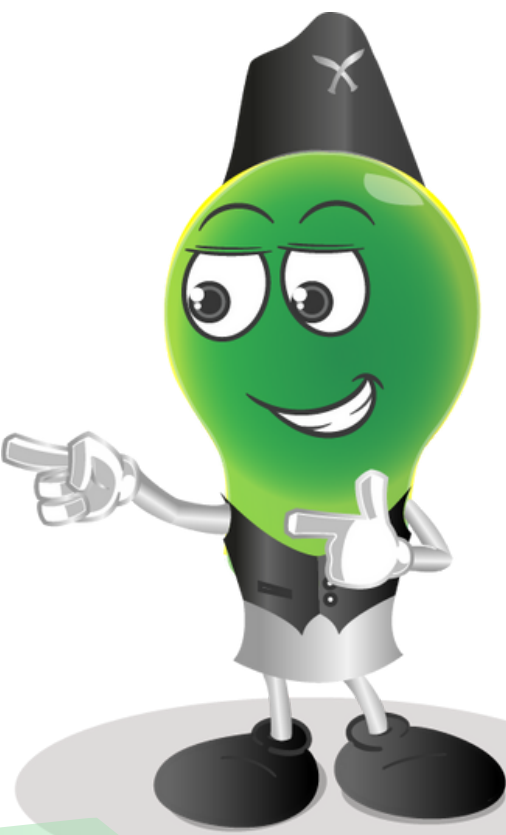
Video views 6,283,682 -330.1K (-4.99%) ↓	Reached audience 4,012,856 -8.8K (-0.22%) ↓	Profile views 60,682 -9.8K (-13.85%) ↓
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Video views  
Jun 29, 2023 - Aug 27, 2023



### Engagement

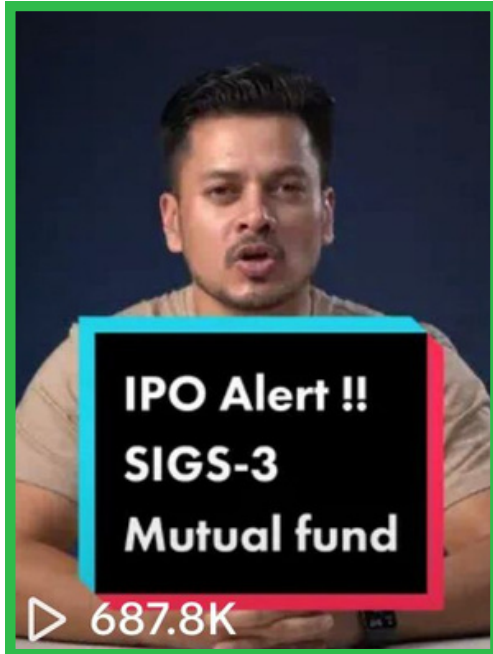
Likes 403,260 -3.8K (-0.93%) ↓	Shares 29,546 -1.7K (-5.32%) ↓	Comments 3,605 +688 (+23.59%) ↑
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# ANALYTICS OVERVIEW : TIKTOK



## Top Sponsored Videos



687K+ Views

SIDDHARTH CAPITAL



600K+ Views

TIGG




483K+ Views

GHORAH CEMENT



# ANALYTICS OVERVIEW : INSTAGRAM








491 posts   9,226 followers   2 following


**IDEAPRENEURNEPAL**  
Education  
Where Idea meets Entrepreneurs.  
💡 | Business Ideas  
📖 | Business Case Study  
📖 | Book Summary  
🔥 | Motivation  
[ideapreneurnepal.com](http://ideapreneurnepal.com)


13.4K accounts reached in the last 30 days. [View insights](#)


 Courses


 Investing

 Money

 Videos

 Stock Market

 Books




 Motivation

POSTS

REELS

SAVED

TAGGED



<

Insights

i

Last 90 Days

Feb 20 - May 20

Overview

You reached +13.6% more accounts compared to Nov 22 - Feb 19

Accounts reached

34.9K  
+13.6%

Accounts engaged

3,840  
+19.4%

Total followers

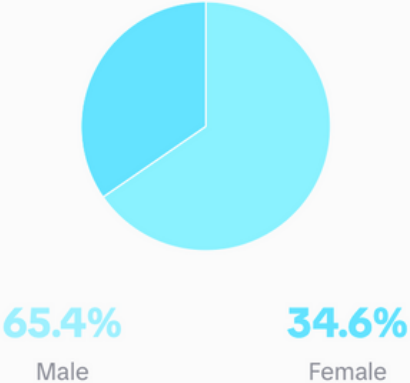
8,264  
+13.6%



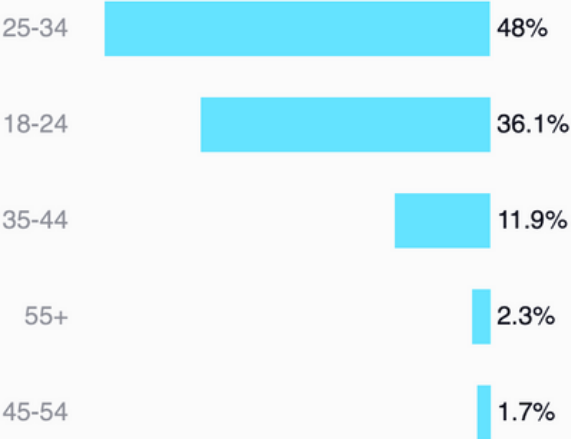


# TARGET GROUP :

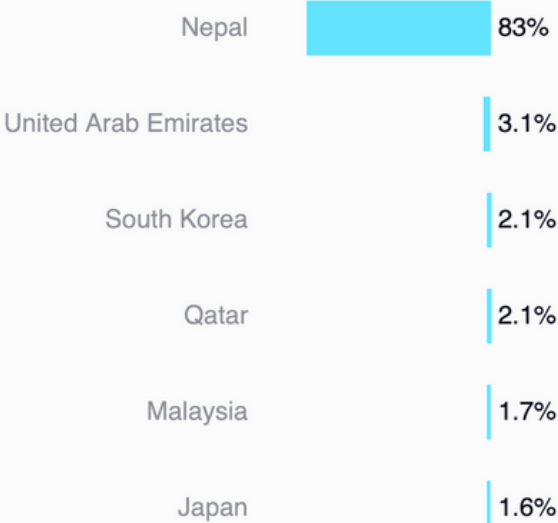
Gender ⓘ



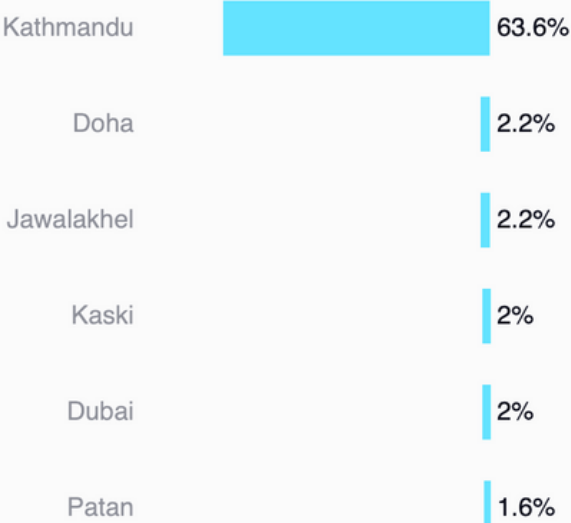
Age ⓘ



Top countries ⓘ



Top cities ⓘ



# COLLABORATION

Choose the plan that work for you.

## STANDARD

**Rs  
80,000**

- Tik tok Video and post
- Instagram post
- Logo Carry on Youtube Channel and reels post.
- Banner or logo on our weekly Newsletters having above 25k readers.



## PREMIUM

**Rs 1,35,000**

- Dedicated long youtube video with analysis
- Tiktok video
- Instagram post and story
- Logo On Video
- Newsletter Logo Carry

• Price are Exclusive of Vat.

# SEPARATE 1 VIDEO PLANS OPTION

Tiktok (Longer content above 1 min)	- Rs 60,000
Insta Reel & Youtube shorts (upto 1 min )	- Rs 25,000
Youtube Longer videos	- Rs 80,000

## How we work :-

1. Agreement is done on work taken ( selection of platforms ) and cost.
2. Script is made ( 1-2 days time maximum ) and sent for approval to you.
3. Video is shot ,edited and sent for approval ( 2 days from approval of script)
4. Once approved by client, video is posted on our all needed platform
5. You can use the video for promoting on your own platforms as well.

## Note:-

- 13% Extra on Vat bill.
- 50% advance before we begin work on agreement.
- Remaining 50% within 1 week of video posted on platform ( We send you analytics and report of the content of platforms as well as to see how it delivered )





## Mileage for the brand

### Expected views

Expected views for the first two weeks of the upload is 100K+. The videos is expected to garner 200K+ views in the long run.

Cost per view on YouTube is Rs 1 – Rs 3

### Placement Timestamp

Placement of the ad will be done within the first minute of the video



## Mileage for the brand

### **Banner Ads**

Banner Ads work wonders when it comes to marketing your brand the right way. Indirectly hits the psychology of consumers mindset regarding brand knowledge and recognition.

### **Dedicated video content**

Dedicated video content can also be curated for the brand as per the requirement on mutual understanding. The video shall entirely be focused on the topic which is agreed upon by both parties. It shall be a direct promotion for the brand. Since the audience demographic of the channel and brand goes hand in hand, it can be a huge advantage to the brand.





**Thank you!**  
**Looking forward for the collaboration**

For more information:

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