

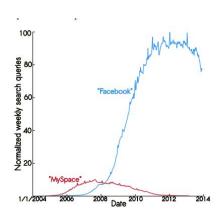
RedVenture: Dreams that Become Reality

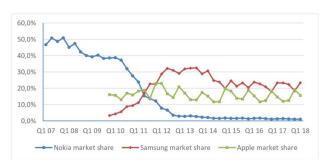
- 1. An innovative **platform** that **transforms** bold **dreams into reality through** cutting-edge **technology**.
- 2. Digital platform integrated into Vodafone Yanımda and Seyahat Yanımda.
- 3. Provides real-time, personalized content recommendations **powered by 5G** and **Al**.
- 4. **Enhances user engagement through gamification** elements and **strengthens customer loyalty** with reward systems.
- 5. **Globally scalable**, adaptable to various markets through localized content.
- 6. Socially responsible initiative that **supports women's empowerment** and cultural diversity
- 7. Aiming to increase brand value and revenue.



Problem

- 1. Traditional brand engagement strategies struggle to create deep, meaningful connections with users, leading to low interaction rates and passive customer relationships. Moreover, digital platforms often lack exclusive, high-value content that encourages frequent visits and sustained engagement.
- Vodafone Yanımda, despite being a powerful customer touchpoint, can be further enhanced
 - a. to increase daily active users (DAUs),
 - b. customer retention,
 - and app monetization through immersive, interactive experiences.









Goal

- Transforming the Vodafone Yanımda app from a service management tool into an interactive content platform.
- 2. **Increasing user retention** by encouraging Vodafone customers to spend more time within the app.
- 3. **Boosting in-app purchases** to enhance the commercial potential of Vodafone Yanımda.
- Strengthening the emotional connection between Vodafone and its customers to increase brand loyalty.
- 5. **Creating the image that** Vodafone is present everywhere in the world, that it is a globally powerful brand, and that even **the world is too small for Vodafone**.
- 6. Supporting Vodafone's claims regarding its 5G, AI and technological infrastructure with concrete data, proving their real-world effectiveness.



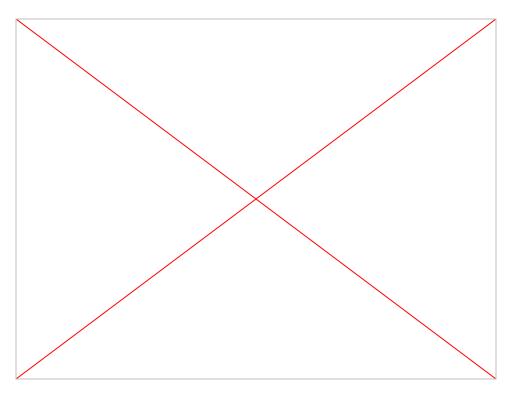
How?

Vodafone Yanımda will provide a dedicated section where users can follow real-life inspirational journeys of young individuals pursuing their extraordinary dreams—whether it's

- a. Climbing Mount Everest
- b. Sailing across the ocean,
- Joining NASA's space camp,
- Illuminating the unknown at CERN,
- e. Performing at Royal Albert Hall, Broadway or La Scala Milano
- f. Crossing China from end to end by bicycle
- g. Studying climate change in Antarctica and Patagonia, etc...



Demo



demo video



"Investment Potentials"

Why should Vodafone Invest in RedVenture?



Primary Commercial, Strategic and Financial Benefits

- 1. Positioning **Vodafone** as a **Tech Leader** in 5G and AI technologies
- 2. **Increase in Customer Engagement** and Retention, **Reduction in Churn** Rates: (Acquiring a new customer is 5-7 times more expensive than retaining an existing one. Harvard Business Review, 2014)
- 3. Market Expansion and New Customer Acquisition
- 4. **Revenue Growth** (Monetization Opportunities) with **Sponsorships and Partnerships**
- 5. **Strengthening** Vodafone's **Brand** and Market **Positioning**
- 6. Social Responsibility and Women's Empowerment



Positioning Vodafone as a Tech Leader in 5G and Al

Showcasing Vodafone's Strong 5G, Internet Solution and AI Capabilities

- RedVenture demonstrates ultra-fast, low-latency connectivity in extreme environments (Everest, oceans, space, etc.).
- b. Reinforces Vodafone's leadership in 5G, AI-driven content, and live streaming innovations.

2. Increasing 5G Plan Conversions

a. Higher engagement with 5G-powered live content incentivizes customers to upgrade to Vodafone's premium plans.



Positioning Vodafone as a Tech Leader in 5G and Al

Customer's Benefit	Vodafone's Benefit	Win Win
While watching Zeynep cycle across China, Berrak trek through Death Valley, Merve leap from 15,000 ft, Duygu cross the Pacific Ocean, etc customers will witness extraordinary moments.	 Vodafone's technology enables real-time streaming even in extreme, harsh environments. Vodafone provides a stable, high-speed connection and showcases its premium live streaming capabilities. 	1. Viewers experience a groundbreaking moments, while Vodafone reinforces its image and shows its tech power. 2. The audience becomes engaged with exciting discoveries, and Vodafone highlights its support for innovative exploration with ultra fast connection capabilities.



1. Higher Daily & Monthly Active Users (DAU/MAU) on Vodafone Yanımda

- a. Minimum 10-15% increase in daily app engagement through exclusive, real-time content and interactive challenges. Since users can follow the journeys directly in Vodafone Yanımda, they will be motivated to visit the app more frequently.
- b. Users will return frequently to follow live stories, vote on milestones, and earn rewards. Users will **support**, **engage**, **and participate** by sending messages, voting on decisions, or completing interactive tasks.

2. Reduction in Customer Churn

a. Engaged customers are less likely to switch providers, contributing to a (estimated) 2-5% reduction in churn rates.



Customer's Benefit	Vodafone's Benefit	Win Win
If the viewer is with another operator , by switching their line to Vodafone in support of Zeynep, they will earn a 6-month 50% discount on their bill.	Vodafone offers this attractive switching bonus to incentivize new customers.	The customer saves substantially, and Vodafone expands its customer base.
If the viewer is already a Vodafone subscriber, by supporting Zeynep, they will earn thousands of minutes and gigabytes, merchandise, or exclusive services—and even enjoy up to 50% off their bill, plus loyalty points redeemable for mobile credits, exclusive merchandise, or extra discounts.	Vodafone rewards loyal subscribers with valuable benefits and personalized offers.	The customer gains extra rewards and savings, while Vodafone strengthens customer retention and engagement.



Customer's Benefit	Vodafone's Benefit	Win Win
If the customer is watching content, they will see targeted Vodafone advertisements integrated into their viewing experience	Vodafone arranges these ads to present relevant offers and promotions	The customer discovers appealing offers, and Vodafone generates additional advertising revenue.
If the customer is watching content, they will gain early access to new features, exclusive content releases, or special Vodafone events.	Vodafone provides these VIP perks to keep users excited about the latest innovations.	The customer is among the first to experience new offerings, and Vodafone enhances brand loyalty.



Customer's Benefit Vodafone's Benefit		Win Win
If the customer refers friends to Vodafone, they will earn additional rewards when their referred friends switch operators.	Vodafone implements referral incentives to grow its customer base	The customer earns rewards for successful referrals, and Vodafone benefits from network expansion.
If the customer watches content , they will receive personalized offers based on their viewing habits	Vodafone leverages AI data analytics to tailor offers to individual interests.	The customer enjoys relevant promotions, and Vodafone sees improved conversion rates and customer satisfaction.



Monetization Through Sponsorships & Partnerships

1. Global & Local Brand Partnerships

- a. Attracting sponsors from sports, outdoor gear, tech, travel, and entertainment sectors to fund RedVenture experiences.
- Brands can integrate exclusive offers and challenges within the Vodafone Yanımda app.

2. Premium Content & In-App Purchases

- a. Users can unlock VIP content, behind-the-scenes footage, or AR/VR-enhanced experiences.
- b. The content can be monetized through sponsored partnerships, in-app advertising, and branded integrations.



Monetization Through Sponsorships & Partnerships

Customer's Benefit	Vodafone's Benefit	Win Win
In the Vodafone Yanımda app, the customer watches live broadcasts and completes in-app interactive tasks.	During the broadcast, Vodafone offers special discount coupons and rewards from sponsoring brands.	The customer gains benefits from their favorite brands, while Vodafone increases sponsorship revenue and customer engagement.
The customer earns points by completing interactive challenges within the app.	Vodafone partners with global and local brands to provide special campaign coupons, product discounts, or gift vouchers during these challenges.	The customer wins rewards and benefits, and Vodafone secures customer acquisition along with additional sponsorship revenue.



Strengthening Vodafone's Brand & Market Positioning

1. Social Impact & CSR Leadership

- a. Vodafone will be seen as a tech-driven enabler of dreams, aligning with its global "Together We Can" mission.
- Women empowerment, cultural diversity, and digital inclusion increase brand equity.

2. Global PR & Media Exposure = More International Visibility!

a. High-profile RedVenture stories (e.g., Everest expeditions, space experiences) will gain organic media attention, amplifying Vodafone's reach. Stories such as a young girl cycling across China or climbing Everest will attract global media attention, boosting Vodafone's reputation worldwide.

3. Marketing & PR Content

a. The project will generate high-impact promotional materials such as **live streams**, **vlogs**, **and photo series**, creating valuable content for Vodafone's marketing campaigns



Market Expansion & New Customer Acquisition

1. Appealing to Gen Z & Young Digital Consumers

 RedVenture's immersive storytelling, real-time challenges, and gamification attract new, younger demographics.

2. Cross-Market Scalability

a. Vodafone can localize RedVenture in multiple markets while maintaining a unified global platform.



Social Responsibility & Women's Empowerment

1. Supporting Women

a. This project focuses on empowering young women by helping them achieve their ambitions, aligning with Vodafone's CSR (Corporate Social Responsibility) strategy.

2. Cultural Diversity

a. Showcasing individuals from different backgrounds highlights inclusivity and cultural richness.



"Financial Projections"

How RedVenture Translates Engagement into Revenue?



Increased App Engagements

Growth Idea	Currently Active Users* (MAU)	Increase Ratio	Additional Users (new + already customer but does not use the app)	Monthly Revenue Per User (subscriptions, in-app purchases)	Monthly Revenue (€)	Annual Revenue (€)	Appr. Annual Revenue (TL)
Assertive	10 Million	30%	3 Million	5€ (≈170 TL)	15 Million	180 Million	6 Billion 811 Million
Realistic	10 Million	10%	1 Million	5€	5 Million	60 Million	2 Billion 270 Million
Optional	5 Million	%3	150.000	5€	750.000	9 Million	350 Million
Conservative	5 Million	1%	50.000	5€	250.000	3 Million	113 Million
Minimum	1 Million	1%	10.000	5€	50.000	600.000	23 Million

Enhanced Brand Loyalty and Customer Retention

Focusing on social responsibility will increase customer retention rates.

Active Customers	Increase in Customer Retention	Average Revenue Per User (ARPU)	Monthly Impact (€)	Annual Impact (€)	Appr. Annual Revenue (TL)
10 Million	5%	5€	2.5 Million	30 Million	1 Billion 136 Million
10 Million	5%	1€	500.000	6 Million	227 Million



New Customer Acquisition

Engaging content targeted at the younger demographic will attract new customers

New Customers	Every 1 New Customer Generates (€)	Monthly Impact (€)	Annual Impact (€)	Appr. Annual Revenue (TL)
500.000	10	5 Million	60 Million	2 Billion 270 Million
500.000	5	2.5 Million	30 Million	1 Billion 136 Million



Sponsorship, Partnership and Advertising Revenue

Sector	Sponsorship / Partnership		
Technology and Telecommunications	Samsung, Huawei, or Apple could sponsor content creation or provide devices for the young women in the project.		
Apparel and Sports Brands	Nike, Adidas, North Face, Patagonia or Athleta could provide apparel and gear for the participants, sponsor events, or create co-branded content		
Cosmetics and Beauty	Dove (Unilever) Self-Esteem Project, L'Oréal For Women in Science, Avon Foundation for Women, MAC Cosmetics Viva Glam, Estée Lauder The Breast Cancer Campaign		
Retail and E-commerce	Hepsiburada or other popular online retailers could offer exclusive discounts and promotions to app users		
Travel and Tourism	Turkish Airlines or a travel agency specializing in adventure travel.		
Food and Beverage	Coca-Cola My Sister Project, Pepsi Nourishing the World's Women Project		



"Artificial Intelligence"

At What Points Can Al Contribute to this Idea?



Enhancing the Experience with Al

Technology	Use Case	Benefit
Anomaly Detection	Detecting connection issues in live streams in advance	Ensures an uninterrupted live streaming experience, enhancing Vodafone's infrastructure reliability.
Correlation Analysis	Analyzing user interests and shopping behaviors	Enhances segmentation, making marketing campaigns more effective and increasing revenue.
Automation and Incident Management	Automatically resolving technical issues in live broadcasts	Reduces technical support costs and enhances user experience with quick issue resolution.



Enhancing the Experience with AI

Technology	Use Case	Implementation	Benefit
Personalized Al-driven Content Recommendation	Suggesting content based on user preferences	If a user frequently watches Zehra's journey across China, they are recommended more travel-related content and discount offers through SeyahatYanımda	Increases user loyalty and boosts in-app engagement.
Gamification & Reward System	Increasing user participation and engagement	Users earn points by watching specific stories, and upon reaching certain levels, they receive special rewards or discounts.	Enhances in-app engagement and boosts user retention.
Sentiment Analysis	Analyzing user comments to understand audience sentiment	Al analyzes comments on Vodafone Yanımda stories. If most of them are positive, the system invests more in promoting that story.	Helps improve user satisfaction and optimize content strategies.



Women's Empowerment

Why only women?





Rosa Parks, 42, Alabama, USA



Kathrine Switzer, 20, Boston, USA



Margaret Hamilton, 31, MIT, USA



Lhakpa Sherpa, 27, Everest, Nepal



Fumilaya Ransome Kuti, 35, Nigeria



Semiha Berksoy, 24, Istanbul, Turkiye



Women's Empowerment

- 1. All these women achieved great success despite facing inequalities throughout history.
- 2. Without projects like RedVenture, many women today might still be underrepresented in science, arts, sports, etc.
- 3. As Mustafa Kemal Atatürk says; focusing on women, making their stories more visible, and inspiring future generations is essential for the progress of the entire society.

Vodafone RedVenture continues the legacy of these great women by empowering the future leaders of tomorrow!











As RedVenture, we will pursue the legacy of these great women by empowering the future leaders of tomorrow!

O

c2 Generaldential

References 1

https://buildfire.com/app-statistics/ (Mobile App Download Statistics & Usage Statistics (2025))

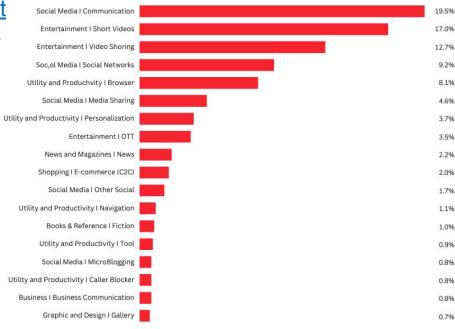
- Buildfire's Mobile App Statistics (2025): According to this source, the average smartphone owner uses 10 apps per day and 30 apps each month, despite having approximately 80 apps installed on their device. This suggests that a significant portion of downloaded apps are not actively used, highlighting that only about 37.5% of installed apps are used monthly.
- Average person spent 5 hours a day on their mobile phone in 2023—up 6% from 2022



References 2

https://kurve.co.uk/blog/app-downloads-st atistics Mobile App Download Statistics & Usage Statistics (2024)

- Gen Z demonstrates a strong dedication to video content, user-generated content, and mindfulness applications.
- App users' preferences indicate that they tend to spend time on social networking, entertainment media sharing, and video-sharing apps.



www.kurve.co.uk



