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| QAN |
| Marketing Plan |
| **Our Objective:** *The objective is to spread the QAN platform. This means adoption of by blockchain developers, especially for smart contracts. The main customers QAN will have are those interested in securing their data, writing smart contracts in the programming language of their choice, or environmentally conscious blockchain users.* |
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| Business Summary |

**Our Company**

QAN is a company headquartered in Estonia with offices in Budapest. The company’s mission is to create a secure, industrial grade business platform, which facilitates simplifies business processes and is easy to use for developers and all players involved.

**SWOT Analysis**

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| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| What we’re good at. What’s working. What our customers like about us. | What we want to fix. What we want to strengthen. What we want to become more efficient at. | What the industry might soon want.  What we think we’ll be good at. What will be our differentiator? | What we think could hinder our growth. What/who we think could take our customers. |
| Environmentally Friendly  Quantum Proof  Fast  Proof of randomness  Language flexibility | Low users | Firms will soon be worried about security form quantum computing? | A similar technology being adopted before QAN |

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| Business Initiatives |

QAN has the ambitious goal of spreading our platform. To help the business do that, our marketing team will pursue the following initiatives in 2021:

**Expos(10k Euros estimated)**

**Description:** *In the next 2-3 years we will aim to get partner up with tech expos such as* [IOT tech EXPO](https://www.iottechexpo.com/) *or* [TECHSPO](https://techspo.co/). *The form of the partnership is to sponsor them to make these events happen, and in exchange, receive a list of emails of participants.*

**Goal of initiative:** The goal is to create a solid list of leads that could be interested in adopting a the platform.

**Metrics to measure success:** The size of the client lead list itself or the number of developers using the platform.

**Blog and websites(3k Euros estimated )**

**Description:** *Spread awareness of the product by having a presence in online tech websites or blogs. Examples of such blogs would be:* TechCrunch, TheNextWeb, Wired, etc.

**Goal of initiative:** The goal is to create more enthusiasm for the product by making potential users more aware of it’s existence.

**Metrics to measure success:** The number of website visit seems like a reasonable metric, otherwise, the number of emails received requesting information.

**Message campaign(3 k Euros estimated)**

**Description:** *To send messages to clients or potential leads via numerous platforms. The main medium to message should be email*

*Subject lines(must be short to be smartphone friendly) examples:*

‘Safer than Ethereum’;

’Hack proof Data’

*Interest maintenance examples:* ‘

Want to reduce your carbon footprint? We have no unnecessary computing tasks and the QAN energy consumption converges to zero’

‘Want safer data management? QAN has only allows data access from certain nodes’

‘Code smart contract in any language!’

**Goal of initiative:** *To transform client or developer leads into customers or users.*

**Metrics to measure success:** *Number of users or customers*

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| Target Market |

**Industries**

In 2021, we’re targeting the following industries where we’ll sell our product and reach out to customers:

**Banking**

Bankers have large databases and interested in maintaining the datasets secure and safe from malicious attacks. Additionally bankers have a growing interest in crypto as they penetrate the public spotlight.

**Technology services**

Almost any security firm or firms which deal with data would be interested in securing their database.

**Buyer Identity**

The specific agents which are in a position to adopt QAN are technology/security officers of companies with large datasets. We expect that users of Microsoft products, google cloud, Amazon Web services, to be more likely to have need for such services.

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| Marketing Channels |

Over the course of 2021, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

**Linkedin**

Purpose of channel: B2B networking

Metrics to measure success: Mentions of QAN on LinkedIn

**Discord**

Purpose of channel: To find developers

Metrics to measure success: Inquiries about how to develop using QAN

**Twitter**

Purpose of channel: Spread awareness to end users and businesses

Metrics to measure success: Hashtag with QAN or @ mentions of QAN handle.

**Github**

Purpose of channel: Allow QAN developers to find each other through a QAN github page which links to developers we are aware of.

Metrics to measure success: Number of branches to the QAN github.

**Search Engine Optimization**

Purpose of channel: To create more brand awareness

Metrics to measure success: Website clicks