

iNOU.com

Q to Solutions

Request for Information Report





Our Team

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Challenges

- **The iNOU brand is under attack**
 - User totals decreased by 10 million, 6.7% decrease
 - Distracts the public from iNOU's foundation of connecting people
- **Sloppy introduction to the DC project**
 - Innovative idea, needs better framing
 - Information regarding sensitive topics should be treated with care
 - How can we communicate value to iNOU members to get them on board?
- **Privacy Policies for the Deceased are necessary to establish trust with our community**
 - Demonstrates our willingness to be transparent
 - How can we establish and disclose these new policies without impacting profitability?





Our Solution

- **Initial Marketing Campaign**
 - Stop the bleeding
 - Spotlight iNOU founders backgrounds
 - Refocus public's attention on conveniences iNOU provides
 - Television ads
 - Social Media and Internet Marketing
- **Rebrand Digital Crypt**
 - New name
 - Restingplace.com
 - Digitalgenerations.com
 - iNOMemoriam.com
 - iNOlegacy.com
 - New appearance
 - Digital time capsule
 - New features
 - Timelapse
- **Create and Disclose New Privacy Policies For Deceased Persons**
 - What information do we import?
 - What information is displayed?
 - What other ways will information be used?
 - How will INOU collect information not shared by users such as death records?
 - Disclose new privacy policies to users
 - Provide opportunity to opt out
 - Provide tutorials to control privacy settings
 - Toggle menus, so DC profile is completely customizable and easy to sue
- **Marketing Campaign for Rebranded Digital Crypt**
 - Opportunity to reframe public opinion of rebranded DC
 - Promote features and benefits to create excitement
 - Mock personal video memorial
 - Press run with founders to ensure proper framing of DC

Timeline



Actions to Take Immediately:

- Selection of a production company for commercials should begin immediately so that pre-production of advertisements to be run on television, social media platforms, and streaming services can begin
- Assign INOU legal department to begin drafting privacy policy for deceased persons' data
- Assign INOU graphic design team to create marketing materials for print ads
- Form committee to oversee the rebrand of Digital Crypt

1 Month

Actions to Take

- Print ads are completed
- DC committee begin new rebrand name and website design
- INOU web designers create menus to adjust privacy settings
- Production phase for commercials

3 Months

Actions to Take

- Post-production phase for commercials
- New INOU privacy settings menu completed
- DC rebrand committee and web designer finalized new DC web design and features

4 Months

Actions to Take

- Production of commercials completed, ads now aired
- QTS should reach out to press to schedule interviews on popular television and internet programs

6 Months

Actions to Take

- Launch rebranded DC
- Founders can begin press run to promote INOU and rebranded DC
- Disclose new privacy policies to INOU users with opt out option and tutorials
- Rollout update of mobile & desktop applications with new privacy settings menu

Cost

- Production of commercial ads \$500,000 - \$1,000,000
- Rebranding of DC \$50,000 - \$100,000
- Design of new DC website \$150,000 - \$250,000
- Increased spending in TV advertising \$30 Million - \$50 Million
- Social media advertising \$40 Million - \$60 Million



Questions

