**EVERA**

**MISSION**: To provide platforms that brings people and resources together to achieve their shared/common objectives and dreams.

**VISION**: Become a leading provider of digital Events, RSVP and Collections services throughout the country with a market share of between 30-40 % of all events featuring a strong digital marketing portfolio covering over 100 top influencers with > 10m followers each as well as other supportive digital services within 10 years.

**OBJECTIVES**:

**Short Term(1yr)**: Become provider of eulogy and collections services for 50% of funeral events in Accra. Provide digital marketing services to 5 influencers with 10M followers each.

**Medium Term(5yrs)**: Expand beyond Accra to 5 other regions. Include general RSVP and collections services for all kinds of events including weddings, birthdays, outdoorings, conferences, meetings etc . At least 10 events weekly. Include virtual event organisation and hosting as a service, expand social media marketing and promotions to include 50 top influencers with > 10M followers. develop new digital platfors to bring people together

**Long term(10yrs):** Become a leading provider of digital RSVP, Events and Collections services throughout the country with a market share of between 30-40 % of all events with a strong digital marketing portfolio covering over 100 top influencers with > 10m followers each as well as other supportive digital services.

**SERVICES:**

1. opportunity for families to eulogise departed loved ones
2. make it easier for families to o collect donations for funerals
3. social media marketing for events
4. social media accounts creation, management and promotion
5. make it easiest for people to rsvp events they wish to attend.
6. make it easier for people to pay for and donate to events
7. collect feedback from attendees to events
8. websites and Web app creation for funerals, events, organisations and social media journalists and practitioners
9. general IT services.