

POLITIKOS

Here we have the first list of the acquisitions that Școalamaibună.ro will make in order to develop at the level we have proposed.

We will produce our courses in-house and we will be able to bring the courses to the highest level of quality.

We will add / remove from the list as we progress and see what needs to be added.

I. GEAR: 10%

- CAMERAS

- Sony A7 SIII x2
- Sony A7 C x2
- GoPro Hero 10 x2
- Insta360 One x2

- LENSES

- Sony FE 24-105mm f/4 G OSS Lens x2
- Sony FE 16-35mm f/2.8 GM Lens
- Tamron 17-28mm f/2.8 Di III RXD Lens for Sony E x2
- Sony Sonnar T* FE 55mm f/1.8 ZA Lens x2
- Laowa 24mm f/14 2X Macro Probe
- Laowa 9mm f/2.8 Zero-D
- Sony FE 90mm f/2.8 Macro G OSS Lens

- DRONES

- DJI Mavic 3 Fly More Combo

- STABILIZERS

- DJI RS 2
- Weebill 2 x2

- AUDIO

- Rodecaster Pro
- ATEM Mini Pro
- Microphones

- LIGHTS + MORE

- PCS x3

II. COURSES: 30%

- BACALAUREAT EXAM, MATHEMATICS
- ROMANIAN, NATIONAL EVALUATION
- HISTORY
- GEOGRAPHY
 - Pre-production
 1. Market research
 2. Find a teacher
 3. Planning and strategy
 4. Create itinerary
 - Production
 1. Pay teacher
 2. Pay image operator
 3. Transport
 4. Housing
 5. Meals
 6. Filming
 - Post-production
 1. Video editing
 2. Graphic design
 3. Landing page design and implementation
 4. Trailers
 5. Micro content
- CHEMISTRY
- PHYSICS
- BIOLOGY
- INFORMATICS
- ECONOMY
- PHILOSOFY
- LOGIC
- PSYCHOLOGY
- SOCIOLOGY

III. MARKETING (NATIONAL ADOPTION): 50%

- SITE PURCHASES (CREATING MONOPOLY)
 - <https://voxvalachorum.ro/>
 - <https://eromana.ro/>
- SEO RANKING
 - Counseling
 - Copywriting x14 courses

- **SOCIAL MEDIA PRESENCE**
 - Youtube
 1. Free educational content
 2. Trailers
 - Facebook
 1. Written Content
 2. Community engagement
 - Tiktok
 1. Free educational content
 2. Trailers
 - Etc
- **ADS**
 - Facebook
 1. Student targeting
 2. Parents targeting
 3. Separate and different clips for each targeting
 4. Retargeting ads
 5. Graphic design
 - Instagram
 - Youtube and Google
 - Tiktok
 - Physical / outdoors
 1. Buses
 2. Billboards
 3. Flyers
 - TV
- **REFERRAL PROGRAM**
- **NATIONAL CAMPAIGN**

IV. RECURRING: 10%

- RENT
- EMPLOYEES
- SUPPLIES