

POLITIKOS

Here we have a 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 arise.

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%

- BACHELOR'S DEGREE, 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 itself
 - Post-production
 1. Video editing for the course
 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
 - Consultancy
 - 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**