

1. Product

- **Core Offering:** Storytelling, and brand-building tailored for Gen Z startups.
 - **Service Packages:**
 - *Growth Branding Pack:* Social media strategy, short-form video content, and visual identity.
 - **Value Proposition:** “We are Gen Z, building for Gen Z — we understand the culture, language, and digital behaviors better than anyone else.”
 - **Differentiation:** Unlike generic marketing agencies, Bezra bridges **founders and investors**
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2. Price

- **Pricing Strategy:** *Penetration pricing* to keep services affordable for early-stage startups.
 - **Flexibility:** Offer a “**first month free**” trial (such as a pitch review, branding audit, or social media consultation). This removes financial barriers for budget-sensitive founders, builds trust, and accelerates client acquisition.
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3. Place

- **Distribution Channels:**
 - Digital-first: Facebook, Instagram, TikTok for awareness.
 - LinkedIn for professional credibility and investor engagement.
 - **Delivery:**
 - Online (Zoom, Google Meet, WhatsApp).
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4. Promotion

- **Content Marketing:**
 - Short-form videos (TikTok/IG Reels) — startup tips, trends, storytelling hacks, Client Spotlight.
 - LinkedIn thought leadership — fundraising insights, case studies, success stories.
 - Instagram carousels — educational content in bite-sized visuals.
- **Paid Ads:**
 - Facebook & Instagram ads — lead generation for “Investor-Ready Starter Pack.” And “Start-ups”
- **Influencer Strategy:**
 - Collaborate with young Egyptian entrepreneurs and relatable Gen Z voices.

5. People

- **Core Team:** Gen Z creatives — content strategists, copywriters, social media managers.
 - **Training & Growth:** Upskill team on storytelling frameworks and investor psychology.
 - **Customer Relationship:** Community-style engagement (polls, TikTok Q&A, IG Stories).
 - **Culture:** Bold, authentic, and collaborative — reflecting Gen Z energy.
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6. Process

- **Client Journey:**
 1. Awareness → lead generation (organic + ads).
 2. Trial Service → free first-month experience.
 3. Package Selection → tailored to needs.
 4. Execution → storytelling, branding.
 5. Delivery & Feedback → revisions + handover.
 6. Follow-up → alumni network engagement.
 - **Efficiency Tools:** Canva, CapCut, AI tools, Notion/Slack for management.
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7. Physical Evidence

- **Digital Presence:** Consistent Gen Z branding across social platforms (bold colors, minimal but trendy design).
 - **Proof of Success:**
 - Case studies of founders turned investor-ready.
 - Testimonials from first clients.
 - Showcase reels, and brand stories.
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Positioning Statement:

“Bezra is Egypt’s Gen Z-led creative partner for startups, transforming bold ideas into investor-ready stories that inspire growth, funding, and recognition.”