

NUCLEAR ENERGY - THE BETTER ENERGY

NIRUPAMA SENSARMA

a website aimed at raising awareness about the peaceful use of nuclear energy

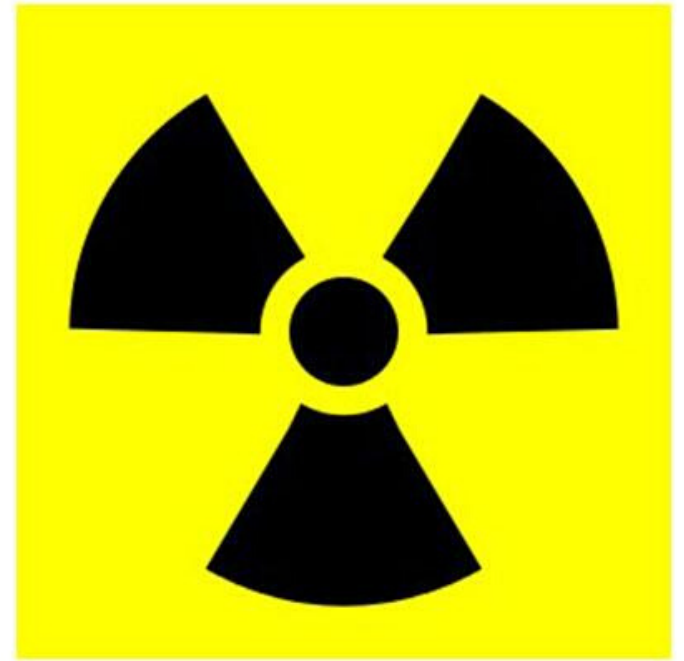
C-Prize, November 21st, 2019

Why Now?

**Climate
Crisis**

**Lack Of
Info**

Misconceptions



99%

PEOPLE BELIEVE IN
CLIMATE CHANGE

BUT!

71%

SUPPORT THE USE OF NUCLEAR
ENERGY

My Solution

THEBETTERENERGY.NET

A COMPREHENSIVE WEBSITE DESIGNED TO:

INFORM PEOPLE ABOUT THE IMPORTANCE OF NUCLEAR POWER

HELP GET RID OF IRRATIONAL FEARS

ENGENDER SUPPORT FOR SUSTAINABLE ENERGY USE

3 SECTIONS

1. HEALTH IMPACTS OF RADIATION

2. NUCLEAR POWER PRODUCTION

2. NUCLEAR REACTOR SAFETY

Nuclear Energy - The Better Energy

WHAT I NEED

ADVERTISING HELP

SOCIAL MEDIA, SEO, PLACING
ADS ON THE WEBSITE

GRAPHIC DESIGN

CREATING A COMPELLING
LOGO AND HIRING A
PROFESSIONAL GRAPHIC
DESIGNER

My Next Steps

CREATING CUSTOMER VALUE

TESTING DIFFERENT BUSINESS PLANS

Test different models of value creation in order to incentivize people to consume our information

FOR EXAMPLE

Sell merchandise that raise awareness for nuclear energy while providing value for consumers

Start a movement--"99 vs 71" that sells stickers, etc to raise awareness and get the conversation started



PROMOTE AWARENESS

START A MOVEMENT

PUSH FOR CHANGE

EMBRACE NUCLEAR ENERGY
AT A BROADER LEVEL

**My
Ultimate
Aim**

SAVE THE PLANET