

# NUCLEAR ENERGY - THE BETTER ENERGY

A website designed for a non-science population to create awareness about the benefits of Nuclear Energy and to help society get rid of the fears and misconceptions related to this environment friendly source of energy.



# THE TEAM



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# PROBLEM

- No platform that serves as a complete and compiled resource for dissemination of information about Nuclear Energy
- This has given rise to misinformation and hysteria about the use of Nuclear Power as a source of energy

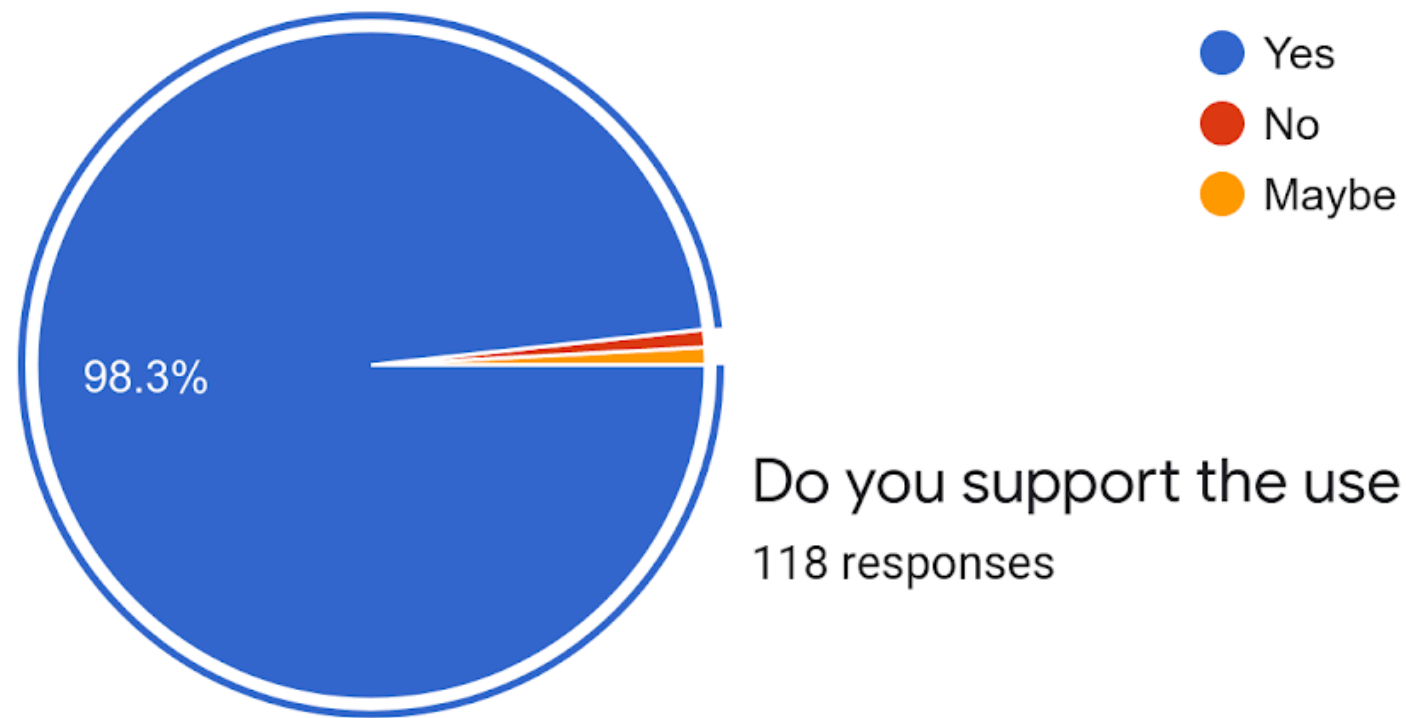


# VALIDATION

Sent out a Nuclear Energy Awareness Survey and received 118 responses from individuals in the age group of 18 to 72

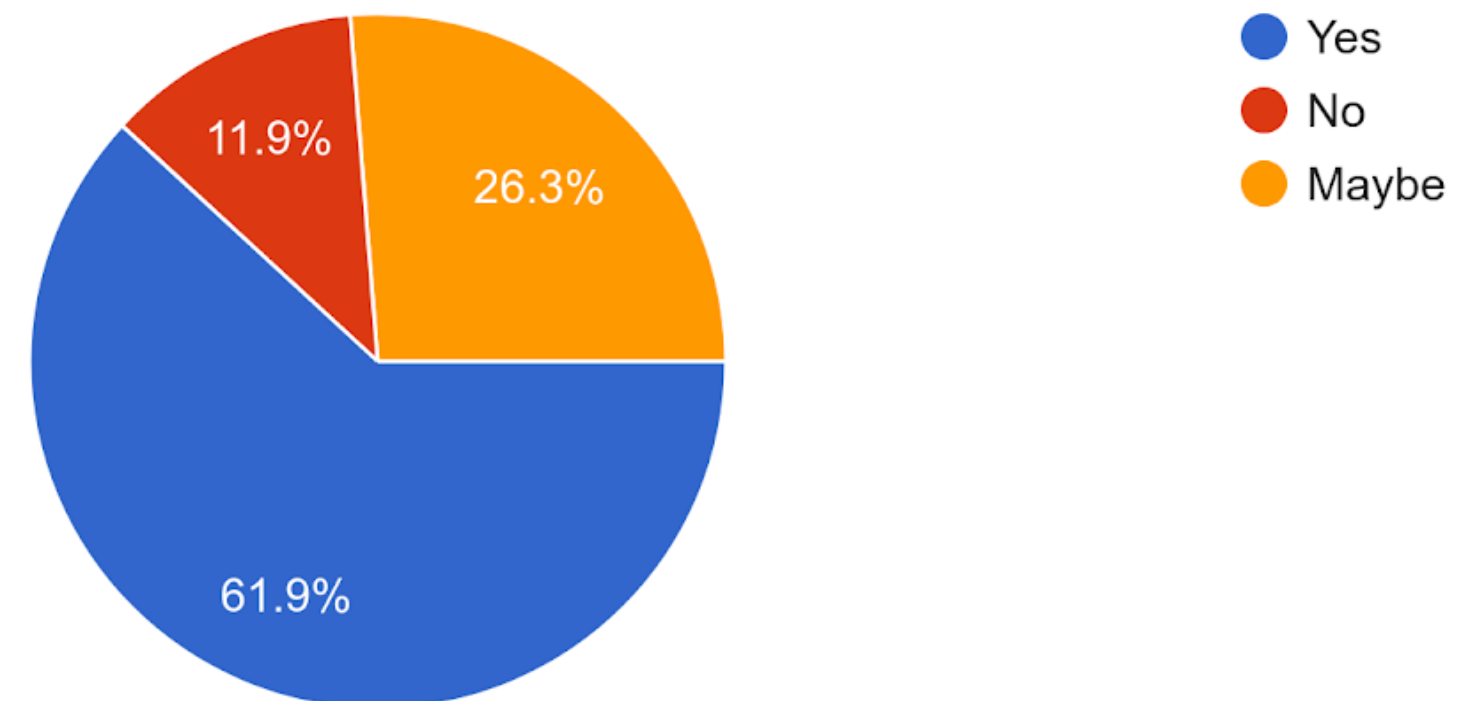
Do you believe in Climate change?

118 responses



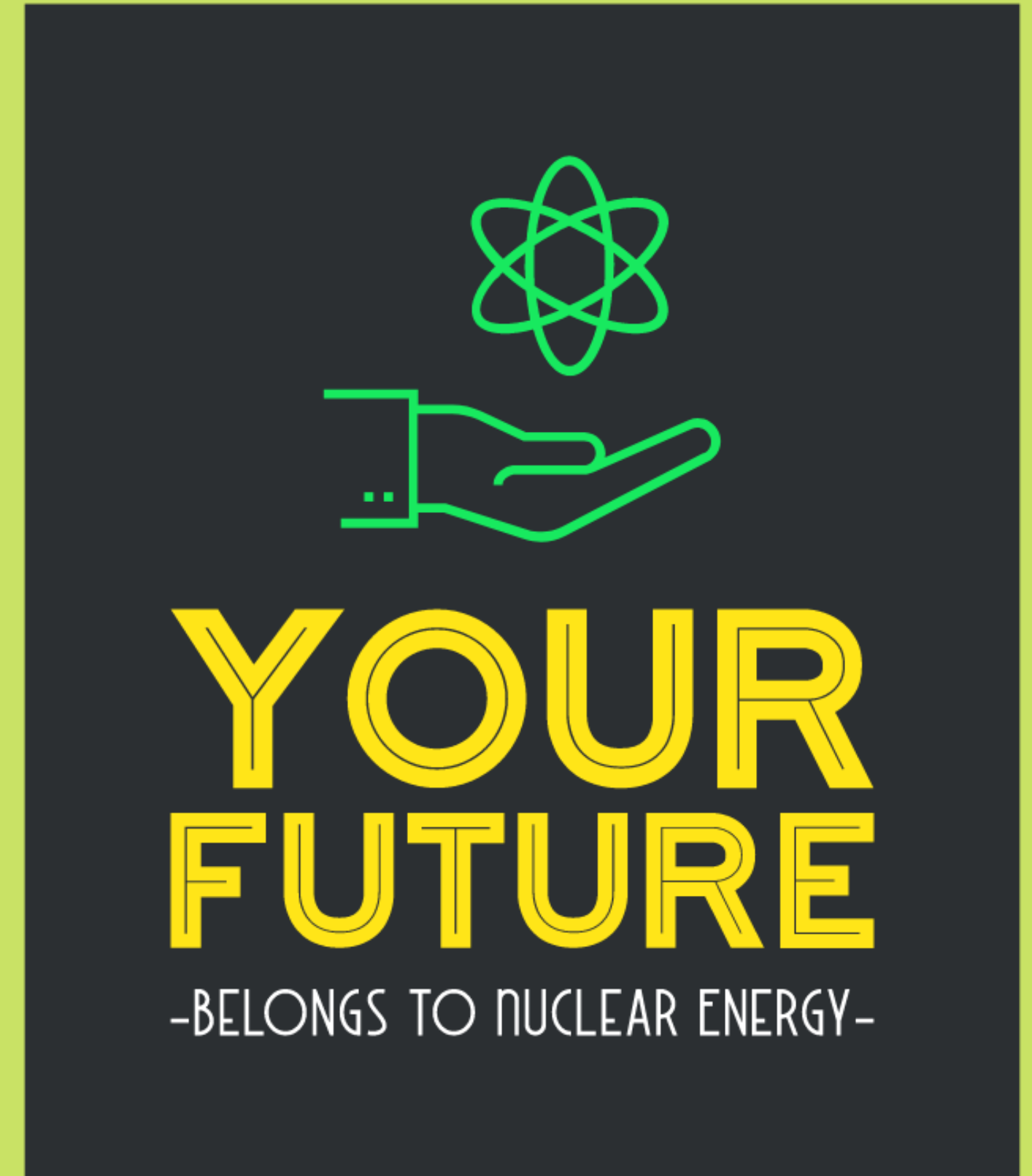
Do you support the use of Nuclear Power as an environment friendly source of energy?

118 responses



# SOLUTION

- Provide reliable information about the benefits of Nuclear Energy
- Provide an easily accessible and interactive platform to help society make well-informed decisions about the use of Nuclear Energy
- Engender a better support system for the Nuclear Energy sector which has the potential to significantly reduce carbon emissions





# Product

*Our product is a website: thebetterenergy.net*



## Article of the month

### Radiation and the Fear Factor

If I start by saying that Radiation is not dangerous, I would be lying. At the slightest mention of this word, most people get disturbing images of nuclear bombs, mushroom clouds and nuclear power plants in front of their eyes. While this is not entirely wrong, there is still a lot more to it.

[Read full article](#)



### Explore Nuclear Energy -- The Better Energy

85 years of scientific experience and the nucleus has still managed to keep the entire mankind baffled. Such is the enigma of Nuclear Power. The immense energy that it releases can not only light your bulbs but can also provide you medical assistance. It is also something that stays inside your body, gets replenished everytime you eat and breathe. You cannot escape it. You need it. Coal, Petroleum or Natural Gas won't last for your great grand children but Nuclear Power will. Not necessarily the last resort but definitely a greener, safer and a better one. Coming from the point of view of a PhD student, this site is a journey through everything that Nuclear science has to offer in the present age.



*Nothing in life is to be feared,  
it is only to be understood.  
Now is the time to understand  
more, so that we may fear  
less.*

--Marie Curie

[Read More](#)



### HEALTH IMPACTS OF RADIATION

This section brings forth everything you need to know about Radiation and tries clarifying some of our deep-rooted misconceptions.

[Read More](#)



### THE INDIAN NUCLEAR POLICY

From the 3-stage nuclear program to the economic challenges, bringing forth one of the most progressive and well thought-out Nuclear Power plans in the world.

[Read More](#)



### NUCLEAR POWER GENERATION

This section discusses the recent trends and development of the Nuclear Power Community. It will guide you all the way from a nucleus to the light bulb in your room.

[Read More](#)



### FUN QUIZ

Test and improve your knowledge about Nuclear Energy and everything you know about radiation with these fun and easy-to-do quizzes.

[Take the quiz](#)



### NUCLEAR REACTOR SAFETY

This section lays bare the truth about Nuclear Reactors, their importance in the present world and discusses some safety related issues.

[Read More](#)



### U.S. NRC

The Nuclear Regulatory Commission (NRC) is an independent agency of the US Govt. that looks after and protects the public health and safety related to Nuclear energy.

[Read More](#)

# WHY NOW?

## Reason 1

Our planet is currently experiencing a climate crises - Now is the time to act!

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## Reason 2

Lack of knowledge and awareness in society. Irrational fear and misconceptions amongst general public.

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## Reason 3

Effect on climate, pollution, fuel availability and other factors – Nuclear is the way to go!

The logo features the word "GO" in a large, black, serif font, with the "G" and "O" being significantly larger than the "N" in "NUCLEAR". Below "GO", the word "NUCLEAR" is written in a smaller, green, serif font. The entire text is centered within a solid yellow rectangular background.

GO  
NUCLEAR

# Short-term Strategy

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- **STEP 1**  
Facebook and LinkedIn pages to advertise website
- **STEP 2**  
Sell Nuclear Energy support stickers
- **STEP 3**  
Paid promotions for website on our Facebook page

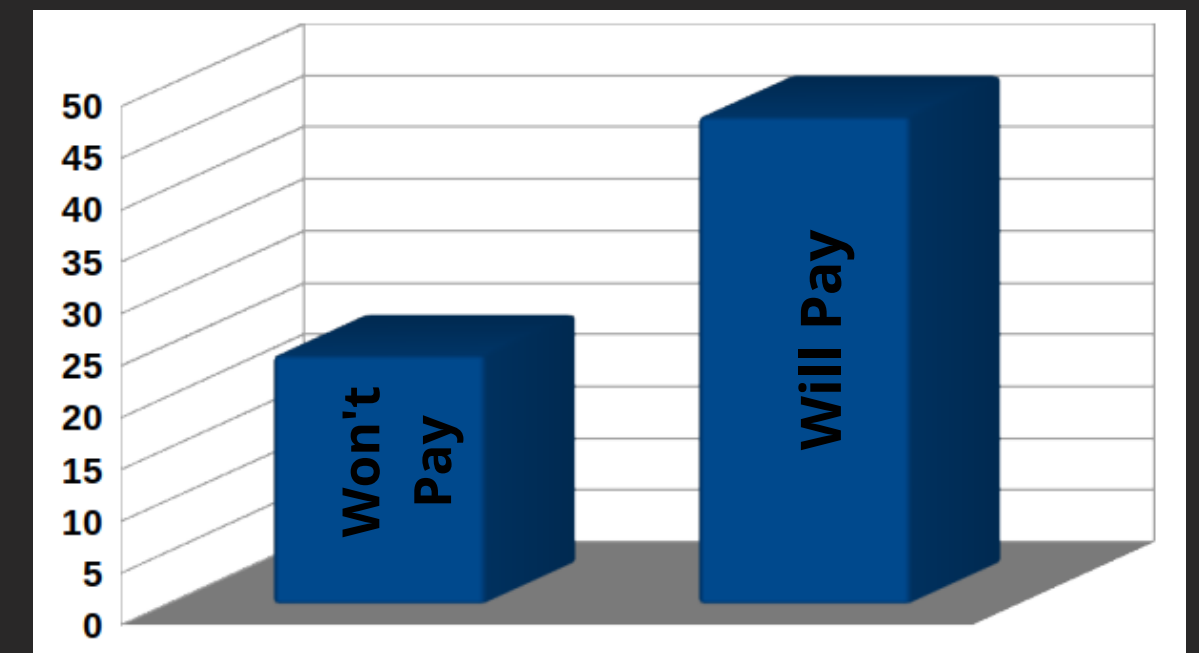
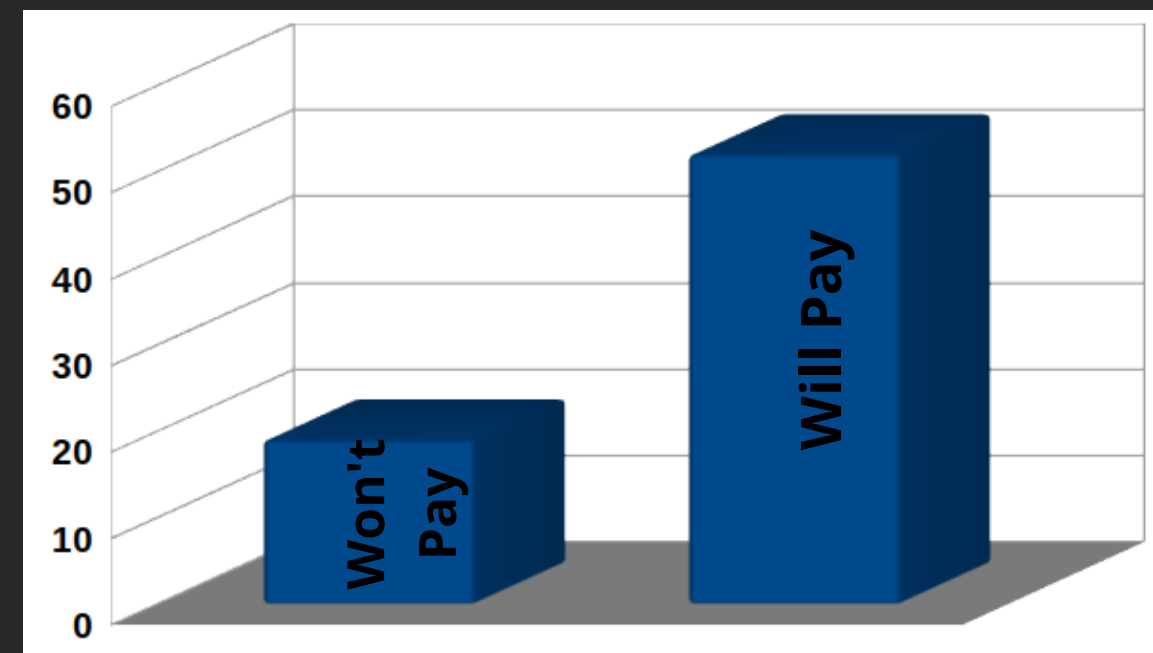
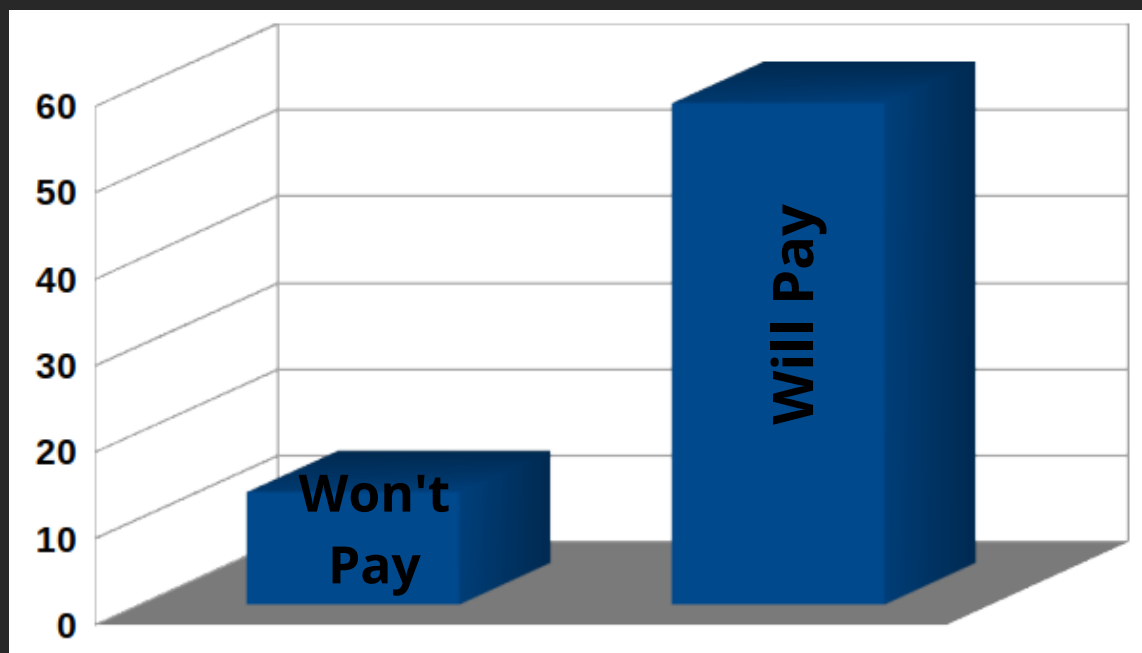


# Medium and long-term Strategy

- Create 5- to 10-minute educational YouTube videos about nuclear energy
- Gain greater traction and viewership on YouTube channel and web page through fun, dynamic content
- Earn sponsorship from companies in nuclear energy sector

# TRACTION

Sent out a survey to Notre Dame students and staff to gauge their interest in purchasing stickers to show support for Nuclear Energy, 71 responses so far





# Target Market 1 - Univeristy Students

Total population ~ 11,000, targeting 10% of the group that supports the use of Nuclear Energy



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## Target Market 2 - Nuclear energy companies

Will start with the Cook Power Plant in Michigan

# Competitors

## Direct Competitor



- A lot of information available
- Governmental regulatory body
- Not very popular among the general public

## Indirect Competitor



- A lot of information available
- Popular and easy to access
- Not properly compiled
- Unreliable



# Competitive Advantages

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Nuclear  
Energy

-THE BETTER ENERGY-

## ADVANTAGE 1

Relevant information compiled together in one easily accessible website

## ADVANTAGE 2

Interactive features to facilitate understanding of complex topics

## ADVANTAGE 3

Monthly newsletters, easy to read and understand articles

## ADVANTAGE 4

Connects well with the general public through fun facts and quizzes

# The ASK

S. No.	Item	Amount (\$)
1	Facebook promotions	50.00
2	Printing out stickers	150.00
Total		200.00