

Business Models:

1. Sell Merchandise

Start with selling low-budget items like stickers (for laptops and water bottles) and pins. Later, move on to mugs, hats and t-shirts.

- Started designing some stickers
- Promote website on each sticker
- Add posts on Facebook to advertise merchandise
- Sell merchandise on the website's Facebook page
- Advertise - Donate a particular amount to get a free merchandise
- Put table at Physics department to start the motion and try to get volunteers to increase sales
 - Calendar with a 'Nuclear fact' for each month
 - Tote Bags
 - Mugs, hats, T-shirts

2. 99 vs 71 Movement

Has to be a separate movement. Should include different variety of merchandise.

- Get more statistics. 88 responses not enough to demand a change in lifestyle
- Include a page on website explaining the movement
- Design more stickers for this movement. Each sticker should have the website link on it for promotion
- Also start selling merchandise at the Physics department
- Further as a part of this movement, make small 5-10 minute videos (without making it very technical) and upload on my YouTube channel. Each video will explain a small concept related to Nuclear energy. (Alternatively, could also be a 5 minute Podcast)

3. Lesson Plans, Seminars and Webinars

Subject to discussion with Jay Caponigro, Director of Community Engagement at the University of Notre Dame. Also trying to connect with the Institute of STEM education (under institute of educational initiatives) and the Kaneb Center at Notre Dame. Details might change after meeting with the respective heads of the departments.

- Selling lesson plans to local schools in South Bend
- Could also potentially create a program for undergraduates and young graduate students at the University of Notre Dame

Suggestions:

- 1) 5 minutes video on youtube without making it very technical.***
- 2) Weekly newsletter - smaller length***

- 3) *If you donate above a certain amount - you get a particular merchandize free*
- 4) *Put on FB - visit website for subscription*
- 5) *Put pictures on social media using merchandize to popularize it*
- 6) *Get volunteers*
- 7) *Posts on LinkedIn*