



Request for Proposal

RFP: UNO RE	Proposal Due By: 5 Aug 2022	UNO RE
<p>Project Overview: Uno Re is the world's first decentralised insurance and reinsurance platform, allowing the community to invest and trade in 'risk' and receive sizable returns on their investments in one of the safest asset classes in the world. We have over \$3.7M in active coverage across various crypto protocols, and have underwritten risk for over 100 protocols on our B2C Insurance Sales dApp - The Cover Portal.</p>		
<p>Project Goals:</p> <p>Uno Re is looking for a marketing agency to support the sales of our decentralised Insurance Coverage options to blockchain-based protocols (B2B) as well as retail crypto users (B2C).</p>		
<p>Scope of Work:</p> <p>We're looking for a marketing agency that will drive Uno Re to increase our market share within the Decentralised Insurance sector of crypto; experience in marketing within this industry is gold.</p> <p>The agency must provide detailed, 6-month strategy plans to increase Insurance product sales - B2B as well as B2C, each - ideally broken down into six 30-day segments, with clear sub-set goals as well as timeline projections and KPIs to work towards and achieve.</p> <p>These plans must expand over not just various Social Media platforms (Twitter, Discord, Reddit, Quora, LinkedIn, etc.) but also have wheels set in motion in the backend. (Strategy plans to grow TVL, effectively employ Influencer marketing tools, drive the Business Development vertical of the company, and most importantly, raise conversion rates)</p> <p>All strategic plans must be backed by research data, and - non-negotiably - must be evaluation-ready via various technical tools.</p> <p>Connections within the crypto space would also be good to have - a proven network of investors/regulators which would allow us to have an edge over competitors, and a plan must be</p>		



proposed by the agency to employ this network to drive adoption of Uno's products and services further.

Current Roadblocks and Barriers to Success

- Retail users as well as other DeFi protocols have just now started to realise the importance of covering their assets in case of smart contract exploits, de-peg, and other such unfortunate events - we need an apt-fit marketing agency to capitalise on this awareness.
- The current options available to those looking to get insured are not vast; decentralised insurance is still a monopolised industry, with a few older and bigger players dominating the market; we need additional marketing and sales support to continuously drive home our product superiority and increase awareness of our offerings.

Submission Requirements: The proposals must be in sent in via electronic files; they must include an 6 files, as titled below:

1. 6-month plan to increase Insurance product sales
 - i. Social Media-driven Strategy
 - ii. Backend Strategy
2. Strategy for Lead Generation
3. Strategy for Lead Conversion
4. Strategy to utilise Influencer Marketing and BD operations to drive Insurance sales
5. Overall project time-line and budget requirements
6. Amount and expertise/experience details of all personnel assigned to Uno Re's service

Project Due By: **5th August, 2022**

Budget: **To be proposed by Agency**

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