

Venti — Marketing Plan and Development Outlook

Project Title

Venti: Positioning a National Educational Platform for Visibility, Growth, and Impact

1. Branding Strategy

Venti is designed as a digital space for students — vibrant, modern, and Algerian-made. It reflects clarity, confidence, and achievement, emphasized by the small '20/20' branding symbol beside the name. The platform uses a futuristic yet minimal blue-themed design, targeting Generation Z's preferences for clean, aesthetic user experiences.

- Name: Venti (20/20 excellence branding)
- Colors: Blue shades with vibrant accents
- Tone: Youthful, empowering, clear
- Tagline: 'Unify. Empower. Achieve.'

2. Initial Launch Strategy

Phase 1: Pilot Rollout (3 Months)

- Launch within the developer's university (IGEE Boumerdes)
- Partner with 3 clubs + 1 university department
- Run a local competition and event using Venti
- Collect testimonials and feedback

Phase 2: Expansion (Months 4-8)

- Introduce in 5 other universities via student ambassadors
- Print posters and QR codes linking to app at cafeterias/libraries
- Collaborate with incubators and local influencers (YouTube, TikTok)

Phase 3: Nationwide Reach (Month 9+)

- Pitch to Ministry of Higher Education
- Partner with private universities and student brands (housing, tech, transport)
- Open public submissions for clubs and events

3. Marketing Channels

- Instagram, TikTok (micro-influencer campaigns)
- Campus ambassadors (1 per university)

- Collaborations with educational creators
- Booths at university forums, job fairs, hackathons
- Highlighted success stories of students using Venti

4. Retention Strategy

- Gamified XP system: students earn XP for engaging
- Level titles, badges, reputation-based visibility
- Polls and events with real prizes or recognition
- University leaderboards and club achievements
- Followers and profile customization (like Amino)
- Push notifications for updates and rewards

5. Strategic Partnerships

- University incubators (e.g. IGEE, USTHB, Oran Tech hubs)
- National agencies (Ministry of Education, Youth)
- Local startups (for internships, scholarships, events)
- International educational platforms (for integration)
- Telecom companies (for discounted data or zero-rating access)

6. Long-Term Development Vision

 Year 1:

- Reach 50,000 active users across 20+ universities
- Partner with 100+ clubs
- Achieve first B2B sponsorship and subscription

 Year 2:

- Expand to high schools with adjusted UI
- Introduce AI features: personalized recommendations, interest maps
- Launch web dashboards for regional education offices

 Year 3+:

- Open Venti API for third-party apps (student services)
- Integrate with scholarship providers, national programs
- Offer verified student identity layer for future gov/certified digital IDs

7. Final Statement

Venti is not a trend. It is a foundation for long-term national student infrastructure. Every step of its branding, rollout, and development is engineered for visibility, trust, and impact.

With the right exposure, it becomes the first platform Algerian students open in the morning — and the last they check before planning tomorrow.

thank you.
Venti Team™.