

Shansumako Farm

Company Name	Shansumako Farm
Company Background	Horseback riding and education community. Pet rescue. Non-profit.
Project Name	Project Liberation
Project Overview	<ul style="list-style-type: none"> • What problem are you aiming to solve with this project? • -Rescuing shy, shutdown, and abused dogs. • Why are you solving the problem? • -All of the Universe's creatures deserve a chance. • What do you want your audience to take away from this? • -Better appreciation of our four legged brethren.
Project Timeline	[01/01/2021-01/01/2022]
Project Channels	Facebook, Instagram, Youtube
Project Budget	\$10,000
Target Audience	<ul style="list-style-type: none"> • Who are you trying to reach? • -Widest possible audience. Animal lovers. • What are their demographics? • - 15-75 • What are their psychographics? • -People who help others and animals. The caring at heart.
Brand Voice	<ul style="list-style-type: none"> • What is your brand voice? • -Standing up for animals that can't stand up for themselves. • How do you want to come across? • -Gentle at heart. Helpful. Informative. • What kind of tone do you want to project? • - A tone of concern and a helping hand.
Campaign Exclusions	<ul style="list-style-type: none"> • Are there any controversial areas to avoid? • - Dogfighting, Abuse of humans or animals. • Are there any messages or emotions to avoid? • - Let's stay focused on helping these animals. Finding homes. • Are there any features to avoid? • - Avoid loud noises and raucous behavior.
Risks and Considerations	<ul style="list-style-type: none"> • Which factors could compromise the completion, if any? • - Weather
Competition	<ul style="list-style-type: none"> • Are there any competitors to take note of? • - Old McDonalds Alpaca Farm

	<ul style="list-style-type: none"> • In what ways do you want to differentiate your company? <ul style="list-style-type: none"> - Pet rescues and Horse breeding. Educational center.
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Stakeholders	Name + Title	Role
	[Rob Money, Investor]	[Investor, Finances]
	[Take Money, Event Coordinator]	[Runs event]
	[Make Money, Animal Coordinator]	[Organizes and keeps count of animals]
	[Mint Money, Entrance Manager]	[Greetes and set up visitors to enter]

Inspiration

A photograph of a small, light-colored puppy lying on a metal grate in a cage. The puppy is surrounded by several colorful, fuzzy toys, including a yellow one and a red one. The background shows the metal bars of the cage and a glimpse of the outside world through a window.

