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Ownership Building Income

Ownership

Participants "Own a Piece of the Action" by investing, contributing material product, contributing to campaign outreach, participating in supporting Multi-Media Social Media promotion and creation.

Project Strengths

Conduct SWOT analysis. Strengths, Weaknesses, Opportunities, Threats

Industry Analysis

Conduct research, using SWOT, vetting, financial, social, promotion scenarios

Value Expansion

Evaluate vertical and horizontal market expansion research, review, discover, propose new niche market opportunities

Create New Revenue Options

Create new product, revise/update product and/or service, reimagine product appeal, improved product, expand market opportunities, review partnerships and explore collaborations

Connected Ventures

Examine opportunities with current venture markets and partners; better utilize current venture partners and possibilities

Brand + Brand Development

Combine compatible brands and create tit-for-tat endorsements, support, population

Collaborations Contributions

Review output of Collaborators and Contributors to explore, develop, create new Product and Service commercial activity

Source to Resource

Provide expansion and utilization of Source to partner and combine resource opportunity; using contributors, collaborators, joint venture participant

Branded Campaigns

Utilize existing, power brand and provide marketing and development and sales strategies

Media Marketing

Engage and activate all channels of Media Marketing; Print, Out of Home, Direct Mail, Broadcast, Internet/cyber, Social Media

Public Relations

Engage all aspects and channels to create and implement effective public relations elements—sponsorships, cause-driven, celebrity, culture channels, trending activities, public sentiment

Product Launches

Create Special Events to Launch Product, covering popular public participation, endorsements, activities, some cause-related partnerships, product enhancements, popular discounts and giveaways and opportunities for public to participate and become engaged

Cause-Driven Commerce

Tie-in a product and or service with popular cause and generate support, further sponsorships, financial advantages and opportunities, general feeling and sentiment of "Making A Difference"

A Platform to Launch

Internet platforms, cyber universe engagement, Social Media, featuring a Product and/or Service

(Partner/Attach Document/Fact Sheet/News Bulletin/relating to Category.

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