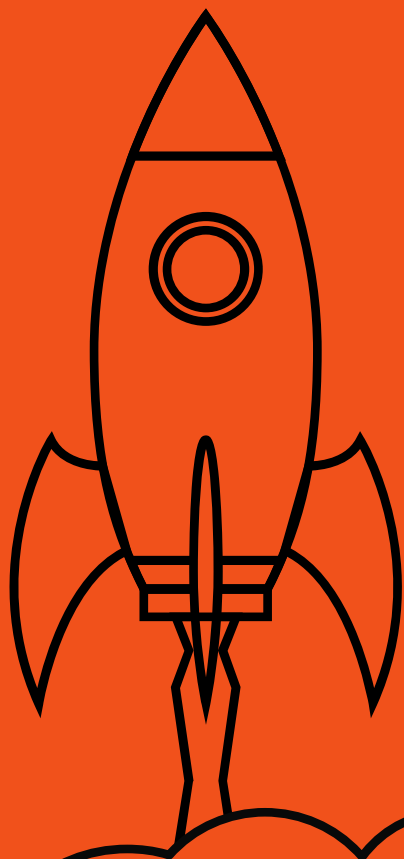




სამართველოს ბანკი

**Create
a successful
future**



Key Insights

- What Challenges do we face?
 - Lack of Knowledge
 - Lack of Information
 - Lack of trust towards Financial Institutions
 - Fear of Failure
 - High Barriers to Entry

Target Audience

- Millennials

(... but, hey, Big ideas might come at 40)

- Innovative
- Creative
- Mindful
- Aspiring to make a difference
- In need of a little encouragement for a **Smart Start**

Our Solution

- Relationship Based Digital Platform
 - One space for startup community members
 - Business Forum for exchanging the information
 - Banking Products
 - Smart Loan
 - Smart Export
 - Beyond Banking
 - Sectorial Workshops
 - **Dream Job**

Key Messages

- Small idea today, successful business tomorrow
- Together we grow
- You are the one who creates future
- Believe in your crazy ideas, it may reshape the vision of whole generation

Tone of Voice

Inspirational Empowering Direct Trustworthy

Platform Introduction

Seeking your help

1st wave – March 1st, 2020

- **Launch Event**

Dynamic Video for TV and Social media manifesting benefits of our platform, illustrating how it can simplify doing business for every startuper and the **Dream Job Experience** opportunities the platform offers to its users . “Small idea today, successful business tomorrow” – **budget: \$20.000**

- **Introduction Video**

Platform presentation in an unconventional and informal atmosphere, where guests – up to 150 startuper, business influencers and government officials - can receive explicit information about product and experience every feature at first hand. The overall concept of the event is recommended to be entertaining and in a millennial spirit. **Budget: \$20.000**

- **Smart Set**

welcome gifts for event guest and registered Users – Branded T-shirts, smart watches, waist bags, phone stickers with our color pattern, Key Messages and other, relevant inspirational quotes. **Budget: \$9.000**

- **OOH**

branding bus stops, Metro Stations. **Budget: \$15.000**

- **Print Media**

Posters and flyers at co-working spaces and millennial gathering locations like TechnoPark, Mediatheka, universities and etc. **Budget: \$5.000**

- **Digital**

Social media assets, Web Banners on local websies, GDN – with our Key Messages. **Budget: \$3.000**

2nd wave - Follow Up - May 1st:

Case Video

Video for Social Media demonstrating platform experiences of few of our early adopter users. **Budget: \$5.000**

Campaign KPIs:

- Registered Members on platform: 600 startups
- Funded Startups: 320
- Average SME & Micro Business Loan Portfolio: increased by 3%
- Average SME & Micro Business Export Portfolio: increased by 2%

Campaign Objectives:

- Creating Platform Awareness
- Increased motivation in millennials to start their own startups
- Turn BOG into the **Bank of Choice** for millennials
- SME & Micro Loan Usage: **\$11.200.000**
- Export Portfolio in SME & Micro Business: **\$23.700.000**



Small idea
today,
successful business
tomorrow

