

Company at glance

We are a full-service consulting company which serves organizations by analyzing their weak spots and offering solutions. Our services include strategy design, financial, marketing & sales management services and building motivation systems for increasing employee efficiency. In general, we believe that motivation and proper knowledge are the basis for developing successful businesses and during 13 years of working with this approach, we helped more than 250 companies.

Problem

Now, the problem is that no significant amount of startups are being created and sponsored in Georgia, which means it is difficult to provide substantial economic growth for the future.

Insight

Many young people have innovative ideas and have thought to start their own businesses, but they choose to delay making first steps for TOMORROW which quite often means NEVER.

As they are young, they think that there is plenty of time ahead to get more knowledge and experience until they feel ready, therefore, these people don't have enough MOTIVATION and will to act at hand, which is why they need some impulse to make first steps **TODAY**.

Target Audience

Millennials under 30 years old.

Objectives / So why don't we

- Explain that sometimes it's **TODAY** or NEVER situation and impact their willingness to turn their ideas into action.
- Tell them that it's okay if they are not well-experienced and don't know many about business, because they are not alone and there can be ways to figure out how to start.

Creative Solution

We decided to create motivational and preparing services and engage people who have new business ideas. We will open space named *Museum of (Un)Realized* Ideas and start special studying course. In museum should be placed items related to known and unknown stories of successful initiatives. The main aim of the exhibition will be to show people the alternative reality, for example, if people who had great achievements had decided to wait for TOMORROW, what they and the rest of the world might have lost.

-Meet Mark, he was a student when one day he had an idea and decided to realize it **TODAY** and now he is the CEO and we has the biggest social network.

-Meet Mark, he was a student when one day he had an idea and decided to try TOMORROW and at least he got promotion as a junior manager after 5 years of being a consultant at the store of computer games.

Also, there will be left empty spaces (symbolically) which will wait for it's new startup stories.

After the motivational exhibition, visitors will have an opportunity to continue their expedition and share their ideas with our business consultants. We will give them some advice and introduce our startup's preparation course, which will consist of basic free services such as helping to specify the business idea, inform about the basic principles of business and how to acquire basic skills that are needed. The main point of this will be that if they choose to register in our course **TODAY**, (meaning the day of visiting) we will offer them -50% scholarship on our course which will consist of distinct services, such as creating detailed business plan, making specific market analysis, planning the budget, making a marketing plan, studying the target consumers, etc. There will also be a special service to train them in business thinking and giving them a vital understanding of how the business world works.

Outcome

More „**TODAY** thinkers” in the country, with clear goals to develop their startups. Our increased awareness as consulting company and new ways of getting income (by selling new course)

KPI

500 000 campaign unique viewers, 300 museum visitors, 50 sold studying course.

Key Message / Tone of Voice

Let's make first step **TODAY** / Motivational, Inspiring, Emotional, Personal.

Deliverables and Budget

Facebook, Instagram, Display Ads, popular digital media channels and business informers - 15 000 GEL

Timeline

1 may: preparing period. 15 may: Promotion. 15 June: Exhibition day