



CONSULTING

# MUSEUM

OF

(UN)REALIZED

IDEAS

A blurred office hallway with people walking and a skylight on the ceiling. The scene is out of focus, showing a modern office environment with a grid-patterned skylight and several people in motion, some carrying briefcases. The overall tone is professional and dynamic.

## We At Glance

- We are a **full service consulting company** who serves organizations by analysing their **weak spots** and **offering solutions**.
- Believe that **motivation** and proper **knowledge** are the basics for developing successful businesses.

## For 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.

## Insights:

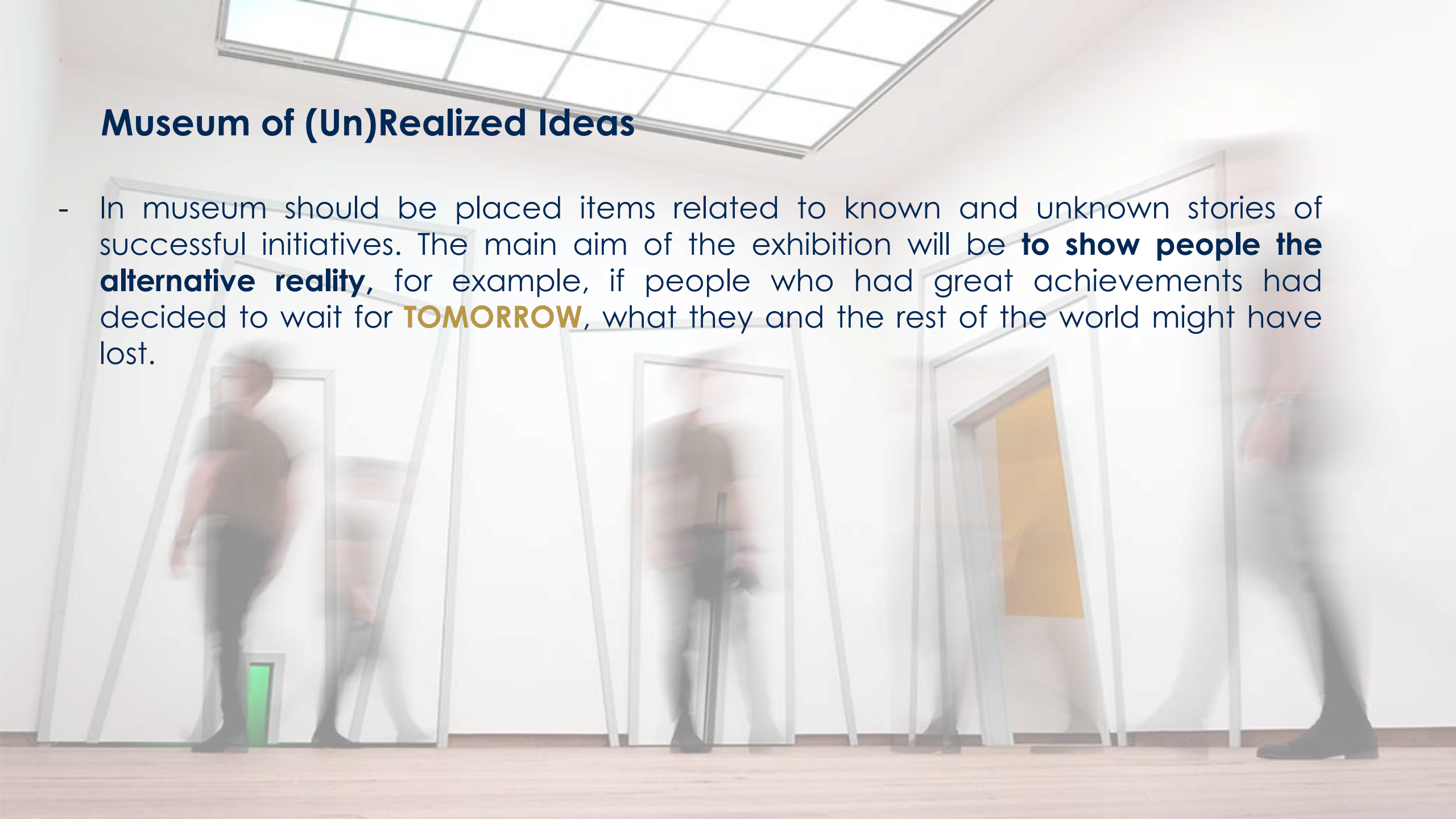
- Many young people choose to delay **making first steps** creating startups for **TOMORROW**
- OFTEN „**TOMORROW**“ MEANS NEVER.
- They think that there is plenty of time ahead to get more **knowledge and experience** until they feel ready
- These people don't have enough **MOTIVATION** and **will to act**

## Campaign Objectives

- 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.**

## Museum of (Un)Realized Ideas

- 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.



# Alternative Reality



From Mark who chose  
to make step "TODAY"

WTf?



From Mark who chose  
to make step "TOMORROW"

## Startup's Preparation Course

- 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.
- 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.

## 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** - Let's make **first step TODAY**.

**Tone of Voice** - 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