

## Monthly Report at Krinova

This month I was able to finish doing research on my Business Plan. The company name has been changed to “Blanket”/ “Blanky” because it communicates a better message with the platform’s objectives to the consumer. Symbolically a blanket that would cover the child from the harsh environments of the planet. I have also been able to work on conducting a more thorough market research. Which gave me more hope of the success of such a platform. Numbers are always more reliable. This led me to stumble upon creating an index for how much the customer is saving the environment. This could become an incentive for them to come back and trade more items. Why not keep track of how much a consumer is socially responsible? According to trend analytics, this is not such a bad idea. With the growing success of the platform one can compile the data and increase its customer tractions for participating. This can be done by tracking the index and with it grow trees in Africa. The costs are quite low. I will try to find a company that would be able to do that. In addition, I have been able to dive a little deeper into how advertising such a platform would look like this also included costs and from it develop a direction or strategy of how it could be implemented. I have started to also research about subjects I didn’t have any prior knowledge in, which is design. Primary all the different types of design. I was able to attend a lecture on the subject at a university in the facilitating area. From the findings I have gathered I can say there is more than meets the eye. So, I am currently trying to design a logo for the app. I have dived a little deeper and started to learn how to use certain tools such as Sketch that would help me in designing a prototype. My design skills are slow as there is a learning curve at the beginning but its progressive. The good thing is the end goal is a little nearer. I have also been researching the backers of Kickstarter and Indiegogo and various other funding websites. Which lead me to research companies that can create a campaign/video for me depending on the idea and their services. I would like to contact them to see how much such a service would cost to make a definitive decision. But from what I have seen so far, the most successful campaign are ones that can develop a good story and have a good advertising campaign which might require professionals video editing and shooting. In some cases, it is not even about the product, it is what emotions and stories the product can convey. This also includes the exclusivity of being a backer, giving

them the feeling of being part of the process. So, giving them the control in certain decisions can increase the odds that backer would like to participate in. There is a factor of luck that would be involved in the end, trying is always better than not doing anything at all.