

# EmpowerLife: Transformative Multimedia Solutions for Resilience and Well-being

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Type Klant	B2C
Gewenst Type Investeerder	Angel Investor
Benodigd Kapitaal	€15.000,-
Reeds toegezegde financiering	€ 0,-
Minimale Ticketsize	€ 0,-

<b>Sector</b>	Consumentengoederen, Onderwijs, E-commerce, Health
<b>Bedrijfsfase</b>	Seed
<b>Aantal Founders</b>	1
<b>Aantal Huidige Werknemers</b>	1
<b>Maandelijkse Omzet</b>	€ 0,-
<b>Omzet (prognose) komende 12 maanden</b>	€ 100.000,-
<b>Omzet (prognose) maand 13 - 24</b>	€ 200.000,-
<b>Huidige Kosten (maandelijks)</b>	€ 400,-

## Bedrijfsbeschrijving

- **Media Psychology & Well-being:**

The company specializes in developing multimedia products, both online and offline. The offerings include print materials, educational resources, teaching aids, and books, in the field of (health) behavior change and the enhancement of life skills. Over time, these multimedia services encourage self-awareness and self-actualization, ultimately catalyzing personal growth.

- **Gaining Life Skills:**

Our goal is to empower individuals to navigate life more resiliently, ultimately contributing to improved well-being and overall quality of life. The multimedia products are developed utilizing *scientific behavioral models* and practical methods derived from *life coaching*.

- **Academic Background:**

The founder of the company holds a master's degree (MSc.) in Media Psychology, specializing in the study of psychological processes related to media use and its impact on well-being. In addition, the founder has earned a certificate in Life Coaching.

## Business Model

Our initial product line, consisting of *10 journal books*, is now available on **Amazon** in nine countries: the **USA, UK, Germany, Netherlands, France, Spain, Italy, Sweden, and Poland.**

Net margin per book: €3.20 to €4.50.

## USP's

- **Founder's Expertise:** The founder holds a master's degree in Media Psychology, specializing in the study of psychological processes related to media use and its impact on well-being. This academic background provides a strong foundation for developing multimedia products informed by scientific understanding. Additionally, the founder has complemented her academic achievements with a certificate in Life Coaching, demonstrating a practical understanding of coaching techniques.
- **Quality Multimedia Products:** The company specializes in creating high-quality multimedia products, encompassing print materials, educational resources, teaching aids, and books. These products serve as effective tools for promoting behavior change, enhancing life skills, and contributing to overall well-being.
- **Emphasis on Resilience and Quality of Life:** Our overarching goal is to empower individuals to navigate life more resiliently, contributing to improved well-being and an elevated quality of life. This emphasis on resilience and quality of life distinguishes our business as one committed to making a positive impact on individuals' lives.

## Investeringsbehoefte

To accelerate sales, the company requires a €15,000 marketing budget dedicated to scaling up quickly in the **US market**.

The marketing budget will be allocated to the following platforms, strategically chosen for their extensive reach within **our target demographic (18-45 years old)**:

- Amazon Ads
- LinkedIn Ads
- Instagram Ads
- TikTok Ads

These platforms are among the largest and most popular social media channels, where a significant amount of traffic is anticipated among our target audience.

## Ervaring Founder(s)

Entrepreneurial experience:

1. **Freelance Business & Strategy Consultant (7 years):** With seven years of experience as a freelance business and strategy consultant, the founder possesses a robust understanding of various aspects of business development and strategic planning. This period involved collaborating with a diverse range of clients, industries, and projects, contributing to the founder's versatility and expertise in entrepreneurial endeavors.
2. **Head of the Startup Award at TEDxAmsterdamWomen (2 years):** Serving as the Head of the Startup Award at TEDxAmsterdamWomen for two years showcases the founder's active involvement in the startup ecosystem. This role encompassed evaluating and supporting innovative startup ideas, providing valuable insights into emerging trends, and highlighting the challenges faced by entrepreneurs.
3. **Board Member at a Foundation Focusing on Empowerment of Migrant Women:** Demonstrating a commitment to social impact and inclusivity, the founder serves as a board member at a foundation focusing on the empowerment of migrant women. This role involves strategic decision-making, collaboration, and efforts to contribute to the empowerment of a specific community, showcasing a broader understanding of entrepreneurship beyond traditional business settings.

Overall, the founder's entrepreneurial journey reflects a combination of strategic consulting, active involvement in the startup ecosystem, and a strong commitment to social impact. This diverse experience positions the founder as a well-rounded entrepreneur with valuable insights into **business strategy, innovation, and community empowerment.**

## Overige Relevante Informatie

\*\*\*The revenue is highly dependent on the available marketing budget.

### Personal investments:

- Marketing & brand development: €2,500
- Trademark registration (EU): €3,000
- Designs for the first product line: €9,600
- **Total personal investments: +/- €15,000**

## Samenvatting

**Datum:** 29 December 2023

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## Contact & Site

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