

EXECUTIVE SUMMARY – WhatsAd Platform

A. Description of Product and Services

Almost all consumers have charitable causes that they support or would like to support, but for many there is an issue of lacking the disposable income to comfortably donate to these causes. WhatsAd is an online platform enabling users to financially support charities and causes of their choice without spending a penny of their own money – simply by allowing consumers to voluntarily watch video advertisements in exchange for points, which can then be spent as donations to various charitable organizations.

The rise of the internet, social media, and instant communication and information has led to new consumer behavior and a need to employ modern marketing tactics previously nonexistent in traditional markets. After each video, WhatsAd will present the user with a survey which can be taken to gain additional points. The video view generates an impression for the advertiser, and the surveys enable advertisers to collect valuable marketing data.

WhatsAd will provide to advertisers up-to-date insights and advice on how to best adapt to the changing market environment. Through the use of platform analytics combined with direct consumer feedback and statistical relationship models, WhatsAd will provide advertisers with the data they need to tailor their advertising strategies and campaigns to become more efficient than ever. Additions such as algorithms to track consumer intent, an applied strategy for fluid market adaptation, and a more appropriate reference frame lead to relevancy in the modern market. Aggregation of big data and analysis through these cutting edge techniques with a geodemographic lens ensures sound advice that will reflect the sentiments of the consumer market.

WhatsAd aims to operate as a non-profit 501(c)(3) organization. Revenue will be used to cover operating and administrative expenses, and to expand the scope of the organization. Registering as a 501(c)(3) will provide favorable tax status, but more importantly ensure that that maximum amount of consumer-generated revenue is spent directly on supporting the charities that consumers choose.

WhatsAd provides value in the following forms:

1. Value to Charities: New Revenue Source - All charitable organizations can do more with increased revenue, and many charities have large amounts of supporters that provide little or no financial support. This is especially true of college students, a demographic that is highly socially aware and supportive of causes, yet largely without the financial means to donate to them. Charities will be able to tap into their list of supporters that are unable to support them financially and inform them of the WhatsAd platform, where they can support them financially by spending time instead of money.

2. Value to Charities: Increased Social Media Presence - Users will have the ability to post about their WhatsAd donations on social media platforms such as Facebook. Research has shown that users (especially the younger generations) feel strongly about social trends and their friends' values. WhatsAd will help to show that a given charity has a measurable and visible support, creating a positive feedback cycle of gathering more support.

3. Value to Advertisers: Introducing the Charitable Ad Buy - Most consumers don't actually hate advertisements, they simply hate being forced to do something. On WhatsAd, consumers are opting in to view advertisements for products and services that match up with their interests. They are expecting to view advertisements, rather than being surprised with one, and thus will be much more receptive to them. WhatsAd will become a platform on which consumers will perform market research when considering a new purchase. As such, many impressions generated on WhatsAd will be highly targeted with viewers who actually want to watch advertisements because they are interested in a particular product category.

4. Value to Advertisers: Direct Consumer Feedback - WhatsAd will offer surveys about viewed advertisements to the consumers in exchange for increased donation towards their causes. These surveys will collect valuable feedback for advertisers on the immediate reaction to their product and advertisement. This data will be highly segmented by various demographic metrics, helping advertisers to tailor their advertisements to effectively meet their individual needs.

5. Value to Consumers: Support Trustworthy Causes - Consumers want to support a worthy cause, but they also want the charity to be trustworthy. WhatsAd will have an application process for any charity that wants to have a presence on the platform. The platform will feature profile pages for each charity, and encourage transparency such as posting of financial data. These profile pages will enable easy research for consumers into discovering new and trustworthy causes, and present an opportunity for charities to share their message with consumers.

6. Value to Consumers: Product Research - We live in an age of increasingly informed consumers. Many consumers perform extensive research online and on social media platforms before they make the decision to purchase a product. WhatsAd will allow customers to view products that are available on the market, and even justify their purchases as a result of having supported a cause while doing so. WhatsAd will seek to eventually partner with our advertisers to offer e-commerce directly on our platform, with a portion of the e-commerce revenue going directly to charity.

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