# BEELIEVE

## BUSINESS PLAN

# NON-DISCLOSURE AGREEMENT

The undersigned reader acknowledges that the information provided by **Dr Dikla Montekio** in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of **BEElieve**.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader may cause serious harm or damage to **BEElieve**.

Upon request, this document is to be immediately returned to **Dr Dikla Montekio**.

Signature

**Dr Dikla Montekio**

**July 2022**

# STATEMENT OF PURPOSE

This business plan is written to describe and analyze the business activities of **BEElieve** under the management of **Dr Dikla Montekio**, and to describe strategies to propel our growth as well as to secure the investment of $3 million in capital funding via investors to fund the business startup.

We will put an adequate marketing strategy in place to ensure that a large population of our target market is informed about the availability of our pollinating drones. We are poised to be successful and generate adequate revenue for our profitability and the sustainability of the business.

This business plan also highlights our operational plan, our vision and mission statements, the business objectives, our products, and our services, among other contents of the business plan.

# 1 EXECUTIVE SUMMARY

One of the major issues concerning current agricultural production in recent times is crop pollination. A typical case is the US, where approximately $24 billion per year worth of crops in the U.S. rely on pollination by various pollinators. The recent decline of honey bees (i.e. colony collapse disorder) has greatly threatened productivity. Declines of other native pollinators, such as different insect types and animals, have also been reported. Such shortages of pollinators in farming have significantly increased the cost of farmers seeking alternative pollination services. From both economic and food sustainability points of view, there is an urgent need to seek alternative pollination systems. As a forward-thinking company, we have established our company, BEElieve in the niche of alternative pollination and seek to establish our company to further the cause of farming and agriculture as well as to be the leader in the Agritech industry.

BEElieve is an early-stage Agritech drone startup company to be located in Tel Aviv, Israel. The company is developing a first-of-its-kind AI-based Nano Autonomous Drone that will be able to provide targeted and cost-effective pollination to increase crop yield and quality. Artificial pollinators are known to bypass many current issues with natural pollinators in agriculture, such as honeybee colony collapse disorder, pollinator parasites and diseases, predators, pesticide spray, adverse weather, and the availability of pollinators in a seasonal/timely manner. Our product will be a kit of nano autonomous drones for pollination purposes. These drones will also be intelligent in providing more information from the agricultural field for the farmers such as plant illnesses, water and irrigation, harvesting information, fertilizers, etc.

Once an investment is secured, BEElieve will venture into rigorous research and development in the first two years of establishment. At the end of this period, the company will have a viable product that can be sold to the market. BEElieve is not just revenue-driven, therefore, the company will take its time in ensuring that it produces the best AI-based Nano Autonomous Drone ensuring it is cost-effective and unique. BEElieve will partner with strategic companies such as ICL Group, Syngenta, John Deere, etc. We will also work with giant farming companies such as Dole, Del Monte, etc. These companies have been long established in the industry and can give our brand name the recognition and popularity it requires to grow and expand in this very competitive market.

We are committed to bringing in competent and professional employees who have the knowledge and expertise necessary to bring our company to its desired level. We intend to ensure that our employees undergo training that will make them become more productive and also enhance their skill set. Our employees will be well paid in comparison to other employees in similar businesses such as ours in the industry. Asides from being well paid, our employees will keep undergoing continuous assessment to ensure that those who perform well are well promoted or given incentives. We will ensure that we offer our customers excellent service, the best in the industry. Our customer care executives have been well trained and are updated as regards the trends in the industry to serve our customers better.

Our commitment to our clients and 100% quality assurance will help us develop long-term relationships and repeat business from these clients. In addition to providing a high level of quality customer service, we will consistently be competitive with our creative peers in the industry. We are quite optimistic that our values and quality of service offerings will help us drive BEElieve to enviable heights and also help us attract clients that will make the business highly profitable. We will be dedicated to establishing good business relationships with our clients giving them value for their money and reasons for them to patronize us over and over again. We will also leverage online marketing to keep clients and potential clients informed about our services.

Based on conservative market growth projections, the company expects to generate very healthy sales revenues from Fiscal Year 3 upward. Dr Dikla Montekio expects that the business will rapidly grow within the first three years of operation.

## 1.1 OUR MISSION
Our mission is to create the first AI-based Nano Autonomous Drones, utilizing novel algorithms to provide targeted and cost-effective pollination and increase crop yield and quality.

## 1.2 OUR VISION
Our vision is to improve farming practices through the sustainable use of cost-effective drones for pollination and other farming functions. We are poised to become one of the leading AgriTech companies producing intelligent drone pollinators.

## 1.3 BUSINESS OBJECTIVES

### 1.3.1 Non-financial Objectives

- Become the leading maker of robotic pollinators in the world, utilizing the latest technology to shift market shares to BEElieve.

- To provide a solid foundation for the growth of our business

- To create a sustainable means of feeding humanity for generations to come.

- To run a profitable and sustainable business by increasing revenue while limiting expenses.

- To build a viable nano drone and thereby be the first in the world to do so.

- To solve one of humanity's greatest challenges – the decreasing number of bees in the world - by reducing the dependence on honeybees for pollination.

- To maintain an AgriTech company that sets the pace for others in the industry.

- To create and maintain a constant flow of income into the business.

- To ensure a dynamic business structure by continuously seeking improvement by applying the most advanced technology available and by concentrating investment where it will be the most profitable and enjoy the highest growth potential.

- To engage in constant rigorous research and development in the first two years of establishment.

- To be a good corporate citizen, to contribute where possible to the welfare of society in general, promote environmental awareness in the workplace and with our work associates, and adhere to only the highest legal and ethical standards.

- To serve our customers diligently in meeting their requirements and delivering the best drone pollinators. We continuously learn and observe new trends and customer requirements.

- To encourage continuous improvement and adherence to quality standards and procedures.

- Continuously measure, monitor, and evaluate marketing metrics, loyalty programs, and Sales KPIs to make tweaks, improvements, and refine processes.

- Continually learn from customer feedback.

### 1.3.2 Financial Objectives

- To raise $3 million in capital funding via investors.

- To begin revenue generation three years after company establishment.

- To achieve a consistent annual growth rate in business operations.

## 1.4 OUR CORE VALUES

There are a set of core values, which are at the base of everything that we do and all that we believe in. These guide us to deal with every aspect of any issue we might encounter in our personal and professional lives. These values help us grow inside and outside, personally, and as an organization.

### Smart Governance

We are committed to running our business successfully and efficiently, providing long-term benefits to our employees, and enriching the lives of everyone and businesses who are our clients by fulfilling our corporate responsibility to the best of our ability. Reducing the prices for our products and timely delivery are our major campaigns in the industry. We expect excellence from all processes, whether they relate to policy formation and accounting procedures, or customer service.

### Work Environment

Our policies and core values are aimed toward creating an informal yet stimulating team-oriented work environment with a culture of sharing and open communication. We cherish the diversity of viewpoints and realize that this attitude encourages innovation and develops character. All employees have the right to enjoy a stress- and injury-free work.

### Our People

The success of any organization is largely dependent on the people working for it. Each member of our team is considered equally important and provided constant training, motivation, and guidance. We possess a dedicated staff of the highest calibre dedicated to making our business a success. We ensure that every employee has the opportunity for maximum professional development. To achieve this goal, we seek to provide challenging work prospects for all employees.

### Customer Satisfaction

We are customer-driven; we go the extra mile to make sure our customers' expectations are met and exceeded on every product we offer them. We try our level best with the latest technology and provide customers with innovative solutions in the most cost-effective manner available.

### Ethical Behavior

We make it clear that being a sincere, honest, and decent human being takes precedence over everything else. We will promote and uphold ethical relationships between people, the natural environment, and wildlife. We seek to support projects that promote the equal participation of

both men and women, comply with international guidance on child labour, and ensure animal welfare.

## 1.5   KEYS TO SUCCESS

We have come to make this business a long-term successful business as we plan to record a landmark success in this business within the first three years of establishment. The following are what we believe are keys to our success.

- Creating, maintaining, and expanding the company's customer base.
- Large inventory base.
- Good products, customer service, and value.
- Securing an excellent location with a large population of our potential customers
- Creating high morale by rewarding employee success with monetary compensation, creating an environment and opportunity to learn and explore the market to the fullest.
- Reaching the target market.
- Ensuring customer satisfaction by encouraging the three most important values –the quality of service, honour, and honesty.
- Integrity in serving the customers results in frequent patronization of such.
- Friendly relationships with the customers.
- Maintaining a respectable and untarnished reputation in the community.
- Competitive Pricing.

## 2 BUSINESS MODEL CANVASS

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIP | CUSTOMER SEGMENTS |
|---|---|---|---|---|
| ▪ Investors | ▪ Manufacturing AI-based Nano Autonomous Drones<br><br>▪ Being a major supplier of artificial pollinators for sustainable farming practices<br><br>▪ Advertising and marketing activities with relevant agencies<br><br>**KEY RESOURCES**<br>  ▪ **Human resources**:<br><br>Experienced management team<br>  ▪ **Other resources:**<br><br>Manufacturing facility and equipment<br> etc. | ▪ Feed humanity for generations to come<br><br>▪ Promote healthy and sustainable farming practices<br><br>▪ Deploying integrated, long-term strategies<br><br>▪ Excellent customer service | ▪ Company facility in Tel Aviv, Israel.<br><br>▪ Social networks:<br><br>Facebook, Twitter, Instagram, etc.<br><br>**CHANNELS**<br>  ▪ Direct sales from the company<br><br>  ▪ Social media platform<br><br>  ▪ Company's Intended website | ▪ Greenhouses<br><br>▪ Open field farms. |

| Cost Structure | Revenue Streams |
|---|---|
| <ul><li>Marketing</li><li>Company facility rent</li><li>Salary budget</li><li>Equipment purchases and infrastructure (Mid-Level budget)</li></ul> | <ul><li>Sales of our drone products</li></ul> |

# 3 COMPANY OVERVIEW

## 3.1 COMPANY INFORMATION
- ✓ **Name of Company:** BEElieve
- ✓ **CEO:** Dr Dikla Montekio
- ✓ **Company Address:** Tel Aviv, Israel
- ✓ **Email Address:** Dikla.Montekio@BEElieve.co.il
- ✓ **Phone:** +972-054-770-2985

## 3.2 COMPANY LOCATION

BEElieve will be situated in Tel Aviv, Israel. However, the company will be looking to export its products to customers in various countries in America, Europe, and Australia. These locations are perfect for our type of business. Also, the CEO, Dr Dikla Montekio, is already very familiar with the intrinsic idiosyncrasies of Tel Aviv. The business terrain is also very friendly in Israel, and the company is bound to grow at a significant pace even in years to come.

## 3.3 Management Summary

Dr Dikla Montekio is the CEO of the company. She is vastly experienced in senior strategic roles. She also boasts of a strong educational background in plant physiology and genetics. Dr Montekio will be saddled with the responsibility of making executive and administrative decisions as regards the operations and functionality of the company. She is a very creative, forward-thinking, strong, hands-on team leader, highly efficient and results-oriented with exceptional management and organizational skills. She also has exceptional interpersonal skills combined with a proven ability to drive profitability, manage and nurture talent, deliver sales growth, form strategic partnerships, and successfully implement challenging projects.

Dr Montekio is an expert in executing team-driven process improvements to increase revenue growth, operational efficiency, and excellent stewardship of revenue. She also has a strong customer service orientation to work effectively with employees, the leadership of client companies, and others.

Her responsibility is to oversee and decide what goes on in the business, which is in line with the stated goals and objectives. She will be in full operation devising all means and strategies, putting her entrepreneurship skills and experience in the business world to help BEElieve achieve its best standard and become people's first choice.

## 3.4 Organizational Structure

BEElieve will employ a staff of different categories to handle the different operations in the company. We will ensure we hire qualified, hardworking, creative, and customer-friendly staff that is committed to building a prosperous business. Our employees will be given incentives and benefits to boost morale and encourage them to take their tasks responsibly.

### 3.4.1 Positions
- ❖ **Dr Dikla Montekio** – Chief Executive Officer

Dr Dikla Montekio has 10 years of experience in senior strategic roles. She was the Director of Investments & strategic partnerships at The Kitchen Hub, a Pre-Seed, Strauss Group. She was also

an Associate at GreenSoil Investment Fund. She has a PhD. in plant physiology and genetics from the Weizmann institute and an MBA from Bar-Ilan University.

❖ **Telem Yahav –** Chief Operations Officer and Marketing Officer

Telem Yahav is an experienced business executive with a track record in global strategy, marketing and communications. He is the Director of Digital Strategy, Strauss Group and a Co-Founder cum COO at Cassiopeia (acquired by Hibob). He has an M.Sc in Mathematics & Technology and earned an MBA from Bar Ilan University.

❖ **Naomi Vinokourov -** Head of AI and algorithms

Naomi Vinokourov is a Senior researcher in the fields of AI, deep learning and computer vision from leading companies. Naomi has worked as a senior computer vision researcher at Lightricks and a research scientist and algorithm developer at ClearVuze developing algorithms for autonomous drone flight and accurate pixel localization. She has an M.Sc. in Computer Science from Hebrew university.

❖ **Avi Manor -** Head of Engineering
❖ **Dr Uri Weinheber -** Advisory Board member

## 3.5 PRODUCT AND SERVICES DESCRIPTION

BEElieve is developing a first-of-its-kind, AI-based Nano Autonomous Drones that will provide targeted and cost-effective pollination and increase crop yield and quality. Our product will be a Drone-as-a-Service (DAAS) kit which will include nano autonomous drones for pollination purposes. These drones shall also be intelligently programmed to provide more information from the farm field such as plant illnesses, water and irrigation, harvesting information, fertilizers and more.

The timing of when crops produce pollen and when they are receptive to pollen can differ within and between individuals. Crop varieties phenology that may have been in sync 30 years ago may be increasingly out of sync, thus, there are asynchronies in available pollen compared to the period of time when a flower is receptive to pollen.

Our product packages will be dependent on the type of crop to be pollinated, the size of the farm, and the capacity of the grower. At BEElieve, we understand that every crop and hectare needs a different number of drones for pollination. In general, our drones will be able to pollinate 250-300 plants per day. According to the average number of flowers per crop, this is the number of drones we believe will be needed for each crop type.

## 3.6 PRICING STRATEGY

Our prices have been structured to be within the confines of fair and competitive prices in the industry. We do not wish to charge more than our competitors charge for the same products but rather to offer better pricing for them. We have an estimated pricing of $10 monthly per drone. This also amounts to around $5,040 per hectare of Strawberries, $3,480 per hectare of Tomatoes, and $1,440 per hectare of Peppers. We also estimate that there will also be a one-time shipping fee of $2,000.

# 4 MARKET ANALYSIS

## 4.1 GLOBAL AGRITECH MARKET[1]

AgriTech Market was valued at USD 19639 million in 2019 and is expected to register a CAGR of 12.6% during the forecast period.
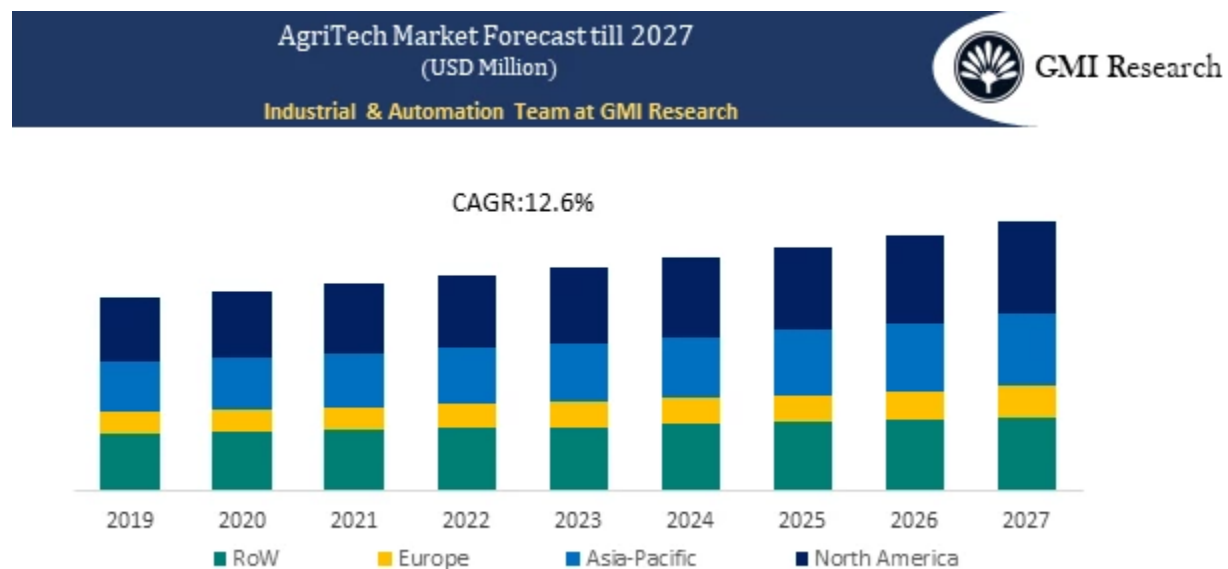


AgriTech or agriculture technology is defined as the use of advanced technologies in agriculture for increasing yield and profitability. The major technologies being used in agriculture includes drones, satellite photography, IOT-based sensors, biotechnology, artificial intelligence, big data, and blockchain. The advent of these new technologies helps the agriculture industry in facing challenges pertaining to land management, climate change, resource depletion, and biodiversity loss.

The global AgriTech market is becoming more mainstream thanks to the accelerating emphasis on enhancing the productivity and cultivation of the crop followed by the continuous integration of different technologies at the global level. Additionally, the farmers are increasingly seeking various services from the AgriTech vendors to measure the level of production and test the quality

---

[1] https://www.gmiresearch.com/report/global-agritech-market/

of the soil. The governments of several countries are continuously focusing on a sustainable model for farming to earn maximum revenues, which in turn, will indirectly surge the demand for the AgriTech market over the coming years. For example, the government of India has launched multiple incentive schemes to support start-ups in the agriculture sector, such as ASPIRE, the NSTEDB start-up schemes, and other programs. All these initiatives will attract entrepreneurs to launch new start-ups to bring innovative advancements in the agriculture sector.

There has been a fundamental shift in the consumer's preference for personalized and on-demand products driven by the increasing awareness of health and sustainability. Furthermore, the surging rate of the world population, especially the undernourished population, is creating severe urgency to accelerate the production of yield to meet the growing demand around the world. The increasing complexity in the production of yields is encouraging them to opt for advanced technologies to improve yield efficiency. These factors are projected to create innumerable growth opportunities in the market over the coming years.

Based on the type, the big data and artificial intelligence segment is anticipated to grow at a faster CAGR over the forecast period due to the increasing usage of AI-based technologies to analyze and interpret different conditions such as extreme weather conditions, water use, temperature information, and soil conditions for better decision making. In addition to this, AI technology is helping farmers to optimize planning and strategies to generate improved yields through the efficient utilization of resources. All these remarkable benefits offered by artificial intelligence technologies are responsible for the strong demand for the segment in the market.

Based on the application, production and maintenance application is projected to grow at a higher CAGR over the forecast period. This is due to the rising usage of advanced technologies such as IoT-based sensors, vertical farming, and remote-controlled drones for an increased yield. Additionally, the increasing adoption of automated machinery by the farmers for various purposes, such as the identification of agricultural produce and optimization of water usage will further accelerate the demand for the segment over the coming years.

Based on the region, the North American region is projected to dominate the market over the forecast period. This is attributed to the presence of a large number of market disruptors and technology innovators in North America. Moreover, the leading enterprises are mainly focusing on enhancing the soil and seed quality, which in turn, will encourage them to opt for various technologies in the agriculture sector. On the other hand, the Asia-Pacific region is anticipated to grow at a higher CAGR during the forecast period owing to the increasing investments in developing advanced technologies in the agriculture sector, especially in emerging economies such as China and India. Furthermore, the food technology market is soaring with a boom in the food delivery services market, thereby accelerating the demand of the market in Asian countries.

Various notable players operating in the market include MeiCai, ProducePay, PivotBio, LettUs Grow, Ceres Imaging, Conservis, Ninjacart, Indigo Ag, Inc., Pure Harvest Smart Farms, AeroFarms, and Apollo Agriculture, among others.

**Key Developments:**

- In 2020, LettUs Grow build two vertical farm modules in Bristol to help feed vulnerable communities during the COVID-19 pandemic. This measure has helped in increasing the food supply chain by diversifying the local food production.
- In 2020, Pure Harvest Smart Farms entered into a partnership with Wafra International Investment Company to establish more greenhouses in Saudi Arabia and U.A.E.
- In 2020, the Abu Dhabi Investment Office (Adio) partnered with AeroFarms, Madar Farms, RNZ and RDI for providing research on various agriculture technologies. This partnership is worth $100 million. This will help the Abu Dhabi Investment Office (Adio) to understand the best technologies to increase yield.

## 4.2 DRONE-AS-A-SERVICE MARKET[2]
- ✓ Drones as a service for scientific research solutions will reach $9.3 billion by 2027
- ✓ Intelligent drones in agriculture will represent a $1.7 billion market opportunity by 2027

---

[2] Drones as a Service Market by Applications and Leading Industries with Global, Regional and Country Forecasts 2022 - 2027 (researchandmarkets.com)

- ✓ High potential industry verticals include construction, insurance, aerospace and real estate
- ✓ Surveillance and mapping remain the largest opportunities with maintenance and inspection rapidly gaining ground as high ROI solutions
- ✓ Developing countries are the fastest growing for many solutions due largely to substantial cost avoidance for expensive professional services

Cloud computing is based on the notion that computing does not need to be located at the customer premise, nor does it have to be in any particular location. In fact, the entire analogue of computing in the cloud is that computational capabilities may reside in the ether so-to-speak, accessed when needed.

This has led to much greater computing asset utilization and therefore optimization of capital expenditures for those investing in computing assets and scalable operational expenses for computing customers. Cloud computing business models have led to the "as a service" delivery model, which has proven to be a highly flexible and scalable method for introducing and growing computational needs for enterprises.

This "as a service" paradigm is transforming robotics, allowing automation as a service to become a widely available service option as opposed to purchasing a robot as a product. In particular, we see the combination of robotics, teleoperation, and cloud technologies transforming enterprise operations in a manner in which robotics on demand is a viable business model.

This model is spreading to virtually every use case, application, and solution in nearly every industry. Drones are no exception as we see Drones-as-a-Service picking up substantial momentum as an outsourced option for improving the operational efficiency of many industries. For example, package delivery is anticipated to be a key market, especially in the wake of the COVID-19 pandemic.

This is not a short-term phenomenon as certain leading industries, such as AgriTech, will be large investment areas for UAVs. IoT in agriculture will increasingly integrate robots, drones, remote sensors, and computer imaging, combined with continuously progressing machine learning and

analytical tools for monitoring crops, surveying, and mapping the fields and provide. Drones armed with sensors and cameras are used for imaging, mapping, and surveying smart farms.

Mapping farms using aerial drones and terrestrial robots is rapidly becoming table-stakes for connected agriculture. Agribusiness operations are also deploying UAVs to obtain real-time data regarding many aspects of farming operations. This will be a combination of aerial and land perspectives/images captured using multi-spectrum cameras and sensors installed on agricultural drones/robots

## 4.3  TARGET MARKET

BEElieve will target growers of large crops of Strawberries, peppers and zucchinis. The category of our first target market upon establishment will be Greenhouses that grow high-end crops with big pain such as strawberries, tomatoes, zucchinis and peppers. As the business expands and we produce more drones, we will target open-field farmers. Our target location includes countries in America, Europe, and Australia.

## 4.4  SWOT ANALYSIS

The SWOT analysis stands for the Strength of the company, its Weakness that needs to be worked on; Opportunities opened to the company as it starts operation and the Threat against its existence.

### 4.4.1  Strengths

- A clear vision of the market need.

- Sustainable and environmentally friendly farming practice.

- Large potential Market.

- Highly experienced management.

- Passion and commitment.

- Professional knowledge of the market.

- Affordable price.

### 4.4.2  Weaknesses

- Low capital funding.

- Business growth may be slow within the first few months of operation due to being a new entrant in the industry.

### 4.4.3  Opportunities

- Growing AgriTech industry.

- Opportunity to meet market demand for cost-effective pollinators.

- The need to constantly feed humanity for generations to come.

### 4.4.4  Threats

- Possibility of business imitation.

- Need to grow rapidly over the next 3-5 years.

- Competitions from existing artificial pollinator manufacturers.

- Unfavourable government policies.

- Unpredictable pandemics.

- Economic downturn.

## 4.5 COMPETITOR ANALYSIS

The competitor analysis is a viable tool in business management that allows a particular business to weigh its performances and prospects in the market against its rivals in the same industry, either through the reason of products offered, proximity or competence. In this regard, a competitor analysis was conducted to determine the extent of our intending competition with our contemporaries in the AgriTech and drone markets. Some of these major competitors are;

- **Bumblebee AI (**https://pollination.ai/**)**

Bumblebee AI develops data-driven artificial pollination solutions for crops in which pollination levels can limit crop yields, such as avocados, kiwis, almonds, blueberries, cocoa, and others. The company enables growers to increase their revenues by enlarging yields in existing crops and improving fruit quality.

- **Arugga** (https://www.arugga.com/)

Arugga is the first company to develop a robot that successfully replicates bumblebee buzz pollination. Arugga develops and manufactures autonomous ground robots which treat and monitor individual plants in the greenhouse. These robotic platforms support several modules such as robotic pollination, non-contact pruning, plant lowering, pest and disease detection, and yield prediction.

- **Dropcopter (**https://www.dropcopter.com/**)**

Dropcopter provides services to growers using multi-rotor drones that dispense material over orchards. Dropcopter specializes in dispensing the right pollen at the right time to the right places in an orchard to help growers achieve a better fruit set and harvest. Dropcopter automates pollination of orchard crops via unmanned aircraft systems (UAS). They help growers improve farming efficiency and drive healthy crop yield growth.

These competitors have established a reputation and positive service representation over the years. They have been in the industry before us and may be regarded as one of the leading companies in our line of operation. However, BEElieve will leverage the talents and skills of its growing team of professionals and its reputation and brand in the industry. To edge these competitors, the

company will leverage rigorous marketing activities. Aggressive marketing is highly needed, and the company will improve towards this end to match the brand awareness created by other companies.

## Competitive Advantage

The competitive advantage of BEElieve is the company's unique innovation and superb customer service. Our customer service will be so unique that hardly would there be any customer that patronizes the company that will not speak of our politeness and the pro-activity of our staff. Our staff will always be on hand to attend to the needs of the customers even before they are approached.

Again, we will ensure that all our customers, to a reasonable degree, are satisfied with our products. We will also gather information from them to serve them better. This type of first-hand market research will prove invaluable in attracting more customers and retaining existing ones.

Our competitive edge is building long-term relationships with our clients and constantly delivering them the best products that will enhance good business outcomes. We will build defences against the competition. The longer our relationships stand, the more we help our customers find pleasure and delight in exchanging values and quality products for their money.

- Offering 100% client satisfaction and building a strong relationship with clients.
- Newly introduced professional training.
- Qualified, trained, and professional staff.
- Competitive price and efficient service delivery.
- 100% quality assurance.
- **Modern Technology:** We utilize advanced equipment and modern technology in the field for the designs and production of our drones as well as in communicating accurately and effectively with our clients.
- Agile marketing strategies.

# 5 MARKETING AND SALES STRATEGY

## 5.1 MARKETING OBJECTIVES

- To amass a large number of customers, both offline and online.

- To increase brand awareness and improve brand equity.

- To increase the market, share by penetrating other market segments all over the globe.

- To improve marketing strategies for higher ROI in marketing efforts.

- To improve customer service and increase customer retention.

## 5.2 MARKETING STRATEGIES AND IMPLEMENTATION

| OFFLINE | ONLINE | |
|---|---|---|
| <ul><li>Partnership and network</li><li>Referral</li><li>Event Marketing</li><li>Direct marketing</li><li>Print Media</li></ul> | <ul><li>Website</li><li>Search Engine Optimization (SEO)</li><li>Social Media Marketing</li><li>Content Marketing</li><li>Email Marketing</li><li>Blogging</li><li>Banner Ads</li></ul> | |
| **ACTION: Partnership and Networks** <br><br> **TIMEFRAME: This should be done quarterly and continuously, respectively.** | | |
| **CHANNELS** | **WHAT IS INVOLVED** | **EXPECTED RESULTS** |

| | | |
|---|---|---|
| • Events<br><br>• Speaking Engagements<br><br>• Networking and collaboration | • Organizing events and attending relevant events with the target market<br><br>• Setting Goals and Expectations for the event<br><br>• Building an Event Mission Statement<br><br>• Publicize events within the community<br><br>• Engage attendees interactively<br><br>• Manage guest lists for lead generation | • Build and improve brand awareness<br><br>• Lead generation<br><br>• Improve customer engagement<br><br>• Enhance Customer Loyalty with Real-Time Experiences<br><br>• Improve long-lasting relationships with clients<br><br>• Sales or pipeline acceleration |

**ACTION: Partnership and Networks and Direct Marketing**

**TIMEFRAME: This should be done continuously and subject to review at least once a year.**

| CHANNELS | WHAT IS INVOLVED | EXPECTED RESULTS |
|---|---|---|
| • Partnership and networks<br><br>• Direct Marketing | • Working with affiliates, partners, businesses, and corporate organizations will help us to be established in the Agritech industry.<br><br>• Harnessing personal networks to grow a business<br><br>• Personal contact with large-scale greenhouse and open-field farmers | • Generate leads and recruit customers<br><br>• Build relationships with new customers<br><br>• Test the appeal of our service<br><br>• Increase the volume of sales<br><br>• Increase a loyal customer base and a better overall reputation |

**ACTION: Internet and Online Presence**

| TIMEFRAME: This should be done within the first three (3) weeks of plan execution. | | |
| --- | --- | --- |
| **CHANNELS** | **WHAT IS INVOLVED** | **EXPECTED RESULTS** |
| • Website<br>• Social Media Accounts<br>• Blog<br>• Listings and Directories | • Create a company website with fascinating features and contents<br>• Integrate it with appealing designs and features<br>• Revamping of business on Social Media Accounts – Facebook, Instagram, Twitter, YouTube, and Pinterest.<br>• Improve Company's blog tab.<br>• Listing to the company on online directories and listings. | • Brand campaign and publicity.<br>• Business Visibility<br>• Builds authority in the industry<br>• Improves conversion rates<br>• Generate inbound links<br>• Rank for long-tail search queries<br>• Business followership<br>• Available platforms for business transactions, promotions, and marketing. |
| **ACTION: Content creation and Marketing.**<br>**TIMEFRAME: This should be done at least two (2) times a week** | | |
| **CHANNELS** | **WHAT IS INVOLVED** | **EXPECTED RESULTS** |
| • Website<br>• Social Media Accounts<br>• Blog<br>• Listings and Directories | • Creative use of keywords that resonates with our product offering<br>• Regular update of contents.<br>• Creative use of hashtags. | • Better ranking of the website<br>• Better visibility through organic searches on search engines<br>• Increased traffic on the website<br>• Increased client base<br>• Improved brand awareness and recognition |

| | | • Creates loyalty and trust, with both current customers and prospects |
| | | • Build brand equity, authority, and credibility |
| | | • Positions our business as an expert in the industry |

**ACTION: Email Marketing**

**TIMEFRAME: This should be done monthly, depending on relevance.**

| CHANNELS | WHAT IS INVOLVED | EXPECTED RESULTS |
| --- | --- | --- |
| • Across contact points. | • Gathering database and emails of website visitors and customers. <br><br> • Automatically follow up an email campaign <br><br> • Reach out to each client via email at the end of each day or project <br><br> • Automated review requests | • Market recognition with the target audience. <br><br> • Targeted and personalized content <br><br> • Build brand credibility and better brand recognition <br><br> • Stronger customer relationships <br><br> • Boost sales <br><br> • Increased traffic to our website |

**ACTION: Google Ads; Social Media Ads; Online Reviews.**

**TIMEFRAME: This should be done each month**

| CHANNELS | WHAT IS INVOLVED | EXPECTED RESULTS |
| --- | --- | --- |
| • Google Ads <br> • Facebook Ads <br> • Online reviews | • Creating Ads <br> • Pay for Ads <br> • Post Ads on platforms <br> • Place Ads where the target audience is likely to be | • Increased brand awareness <br> • Increased followership. <br> • Increased engagement. <br> • Improved visibility of the brand. <br> • Outrank competitors |

| **ACTION: Print Materials; Signage** | | |
| --- | --- | --- |
| **TIMEFRAME: This should be done continuously and subject to review at least once a year.** | | |
| **CHANNELS** | **WHAT IS INVOLVED** | **EXPECTED RESULTS** |
| <ul><li>Business cards</li><li>Brochures</li></ul> | <ul><li>Printing of materials with the company's name, logo, contact information, and business description.</li><li>Mailing of printed materials to the target audience.</li><li>Distribution and placement of materials at strategic points.</li></ul> | <ul><li>Improved brand popularity.</li><li>Business visibility.</li><li>Increased sales volume.</li><li>Increased website traffic.</li></ul> |
| **ACTION: Referrals** | | |
| **TIMEFRAME: This should be done continuously and subject to review at least, thrice a year** | | |
| **CHANNELS** | **WHAT IS INVOLVED** | **EXPECTED RESULTS** |
| <ul><li>Online</li><li>Offline</li></ul> | <ul><li>Customers and website visitors will be requested to make referrals</li></ul> | <ul><li>Increased customer loyalty</li><li>Improved brand popularity</li><li>Increased sales volume</li></ul> |

## 5.3 SUSTAINABILITY AND EXPANSION STRATEGY

The future of a business lies in the number of loyal customers that they have and the competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business, then it will not be too long before the business closes down.

One of our major goals of starting BEElieve is to build a business that will survive off its cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to sell our drone products a little bit cheaper than what is obtainable in the market, and we are well prepared to survive on little or no profit margin for a while at the beginning.

BEElieve will make sure that the right foundation, structures, and processes are put in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights, and training and retraining of our workforce are at the top burner of our business strategy.