



Global Marketing

BUSINESS PROPOSAL
UniWorld

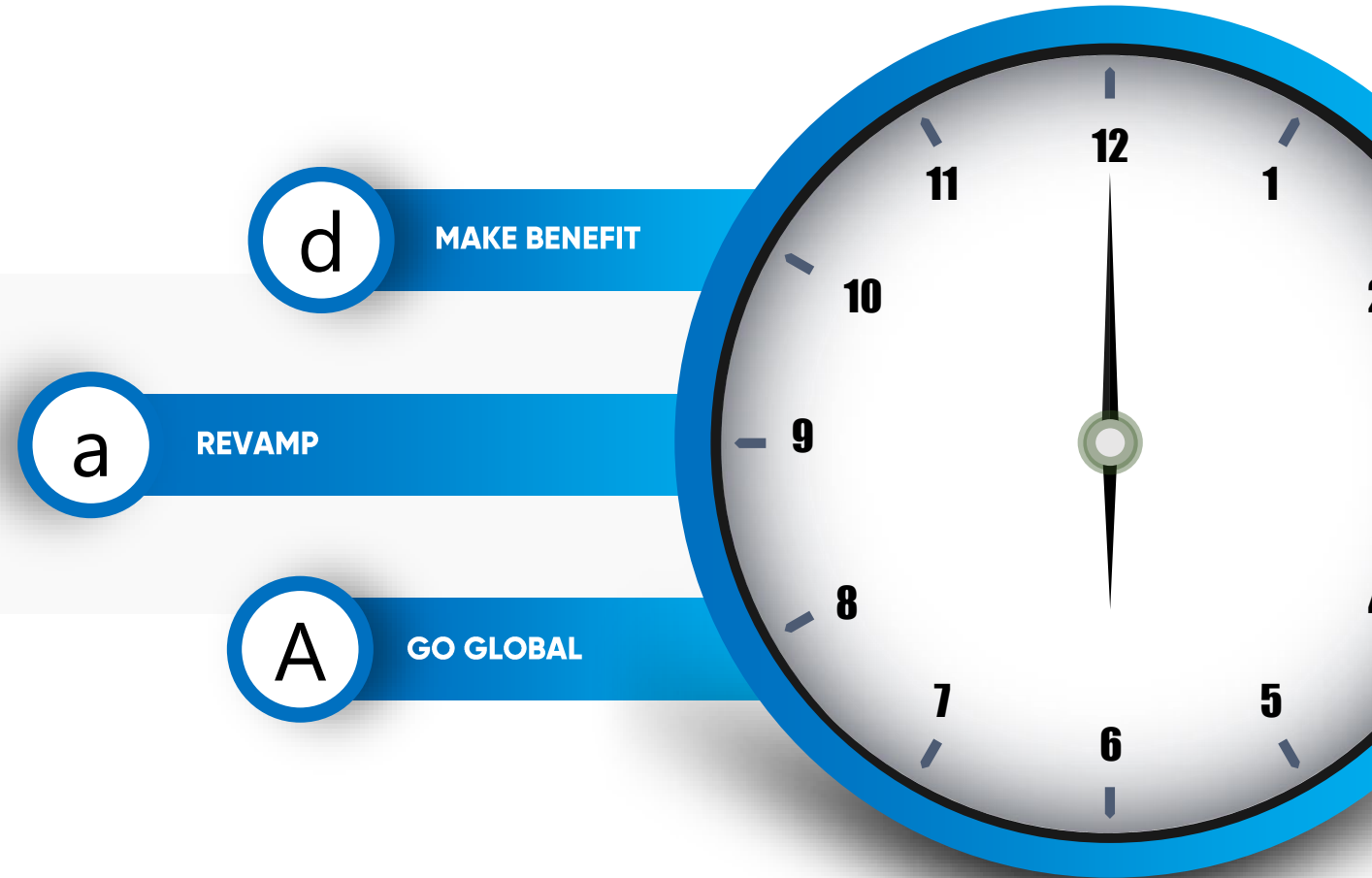


Global Marketing Strategy

CHAPTER 1: Missions and goals

1 | PURPOSES

UniWorld is going to spread out to the global market with a mainstream line of marketing activities to activate good results



2 | MISSIONS & GOALS

1

2



End-Users

To provides end-users with high quality products and services related to A.I & Blockchain adopted to personal life

Enterprises

To provides enterprises with high quality Blockchain & A.I solutions to their businesses

Communities

To provides communities with beneficial activities providing by the company benefits

Developers

To provides developers with high quality platform show off their skills and capabilities

2 | MISSIONS & GOALS

1

2

Expect to have a huge quantity of UNW holders

Get partnership with various enterprises to provide solutions and opportunities along with the A.I and Blockchain

Bringing the project benefits contributing to the community or social activities

Approach developers with global touring meetups, and hackathons



The background is a dark, dense collage of numerous small, overlapping rectangular images. These images are mostly in shades of blue and teal, with some warmer tones like orange and yellow. They appear to be various types of digital content, such as network diagrams, abstract patterns, and possibly some text or logos, though they are too small and blurry to read. The overall effect is a sense of a vast, interconnected digital space.

Global Marketing Strategy

CHAPTER 2: Branding revamp

1 | REVAMP KEY POINT

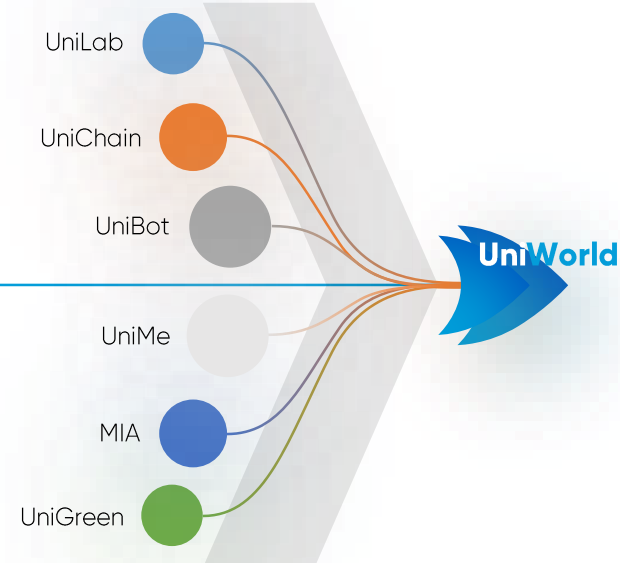
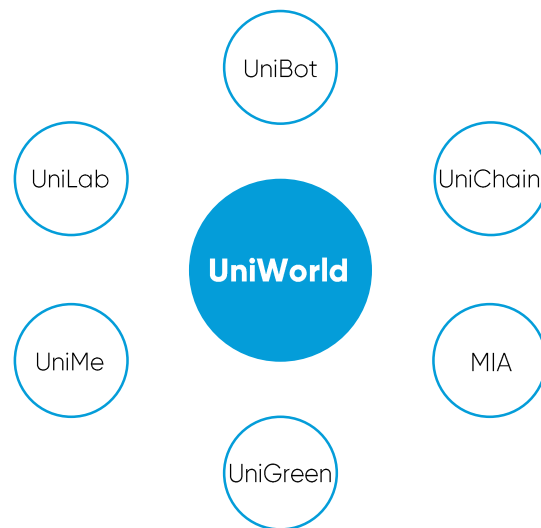


To show off
all core
values and
advantages
of UniWorld
to get
communities'
intentions

2 | BRANDING GUIDELINE

1

2

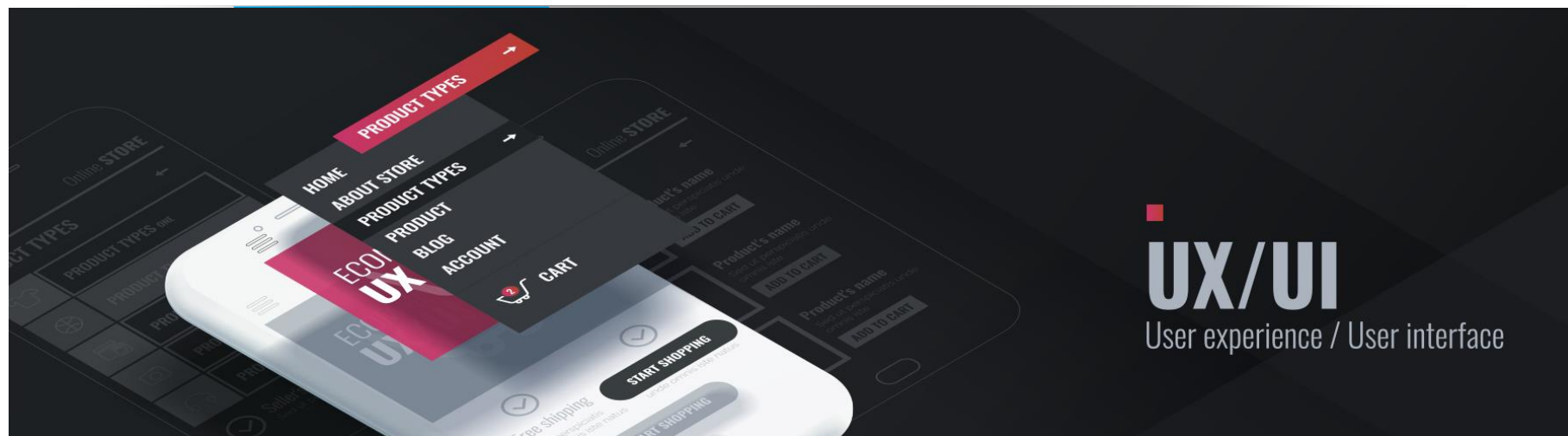


- ▶ To consolidate all UniWorld's branding elements
- ▶ To make the branding structure for all UniWorld's products and services

2 | BRANDING GUIDELINE



3 | UI & UX REMAKE



UX/UI
User experience / User interface

Changing the
mindset of
customers on
revises and
remakes the UI &
UX of the
UniWorld
products and
services

Remake UI of all
applications and
elements within
the UniWorld
Ecosystem

Adjust UX in
consider to the
remaking of UI

To satisfy:
User experiences
User attractions
User expects



Global Marketing Strategy

CHAPTER 3: Grow audiences

1 | Mass approach

1

2

Online marketing

Social networks**Direct interaction
channel****Email marketing****Web & Blog posts****+**
ADs**Content****Core values****Benefit of UniWorld Ecosystem****Benefit of UniWorld's Users**

1 | Mass approach

1

2

Offline marketing



1 | Mass approach

1

2

Offline marketing

Meetup

Sponsor

Workshop



UniWorld will launch out the meetup touring for global market in order to connect to all the customers, users, investors, VCs, organizations

1 | Mass approach

1

2

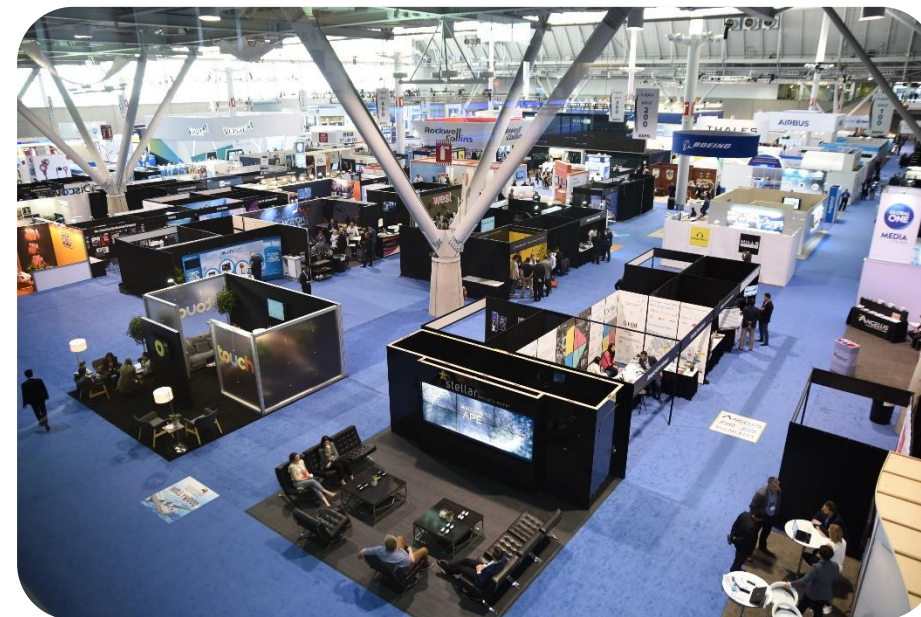
Offline marketing

Meetup

Sponsor

Workshop

Joining events,
sponsorship events.
UniWorld will appear in
many high quality events
all over the world



1 | Mass approach

1

2

Offline marketing

Meetup

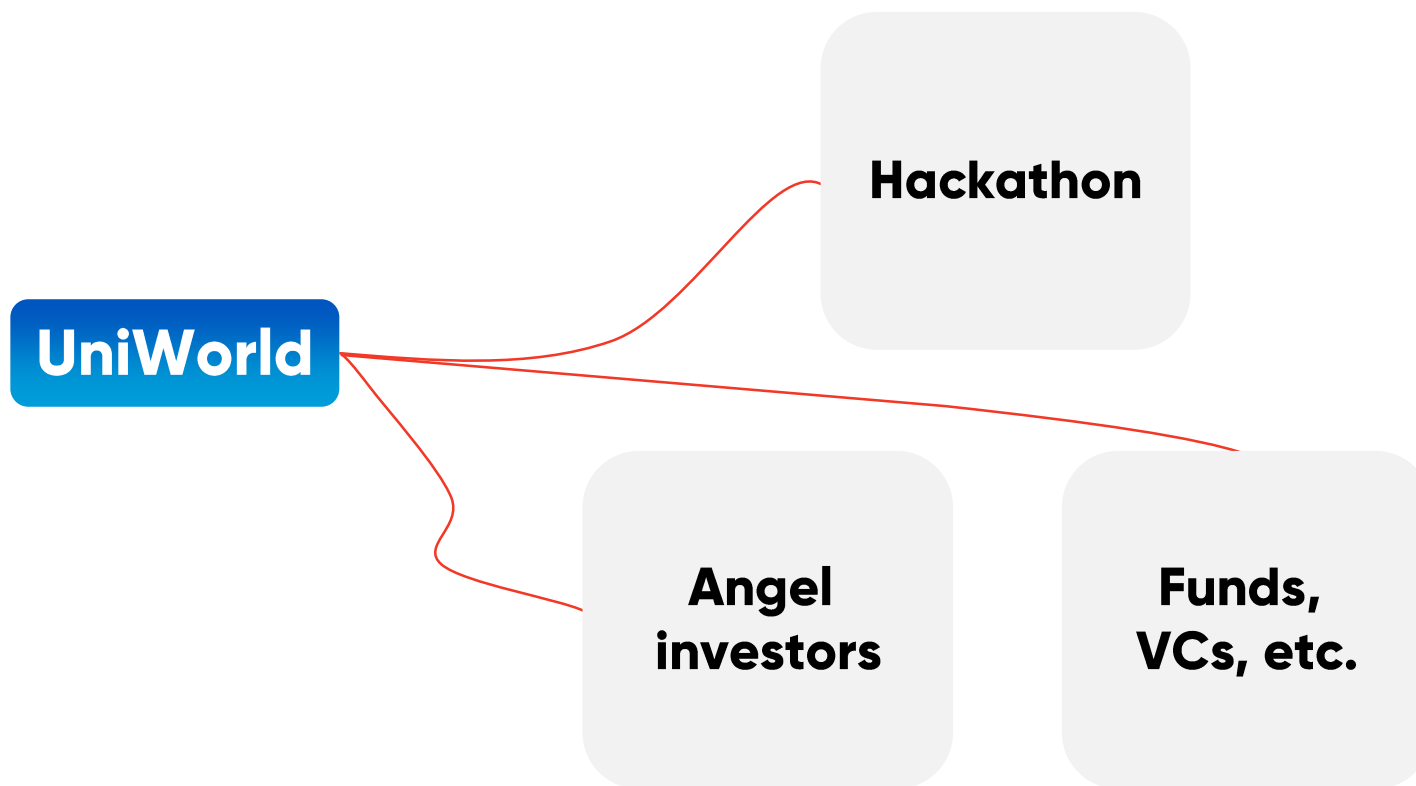
Sponsor

Workshop

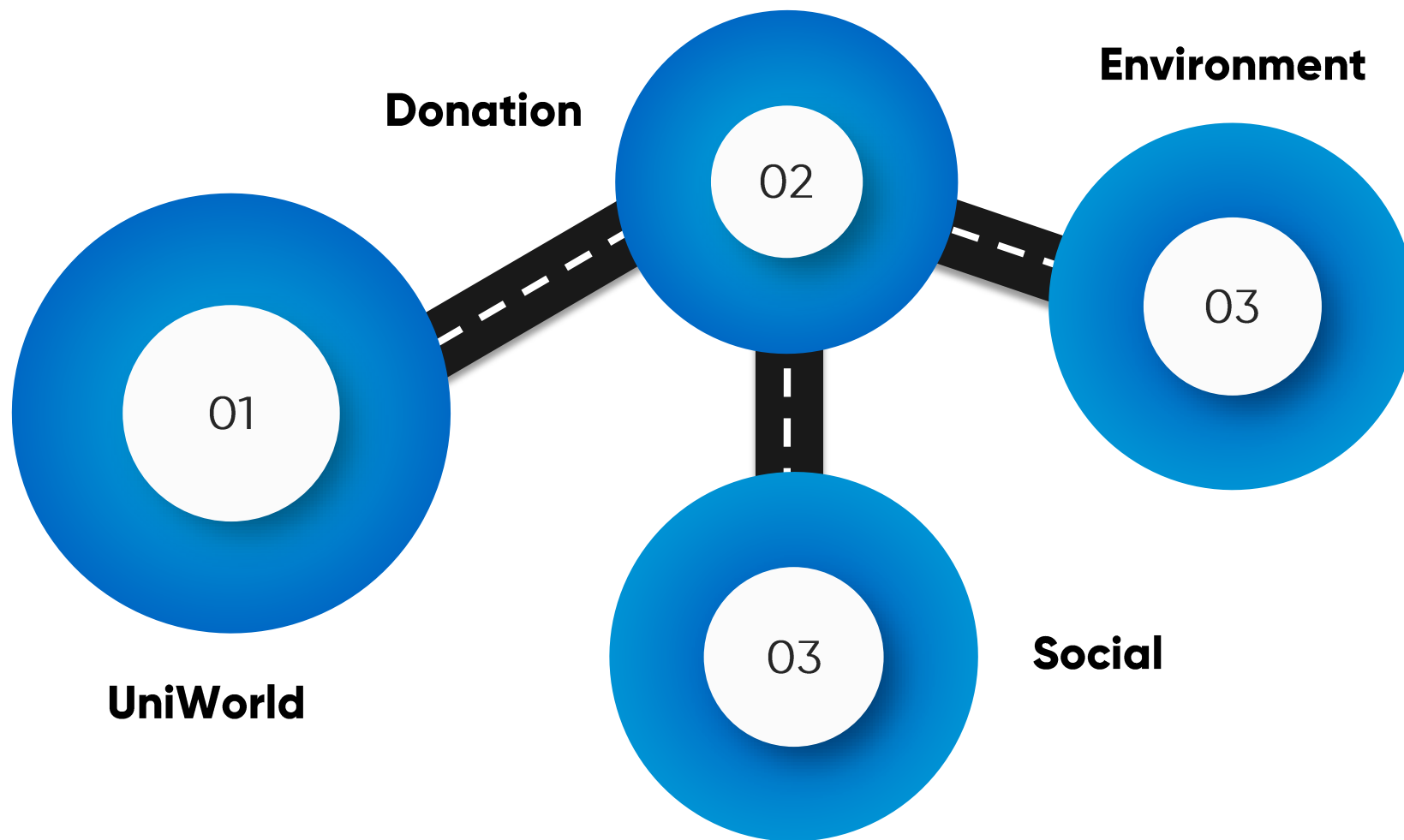


Workshops will be the base for educating the communities. The UniWorld's capabilities to the reality adoption. Connecting to the technology labs to make improvement and research for technology cutting edge

2 | Specific approach



3 | Social activities



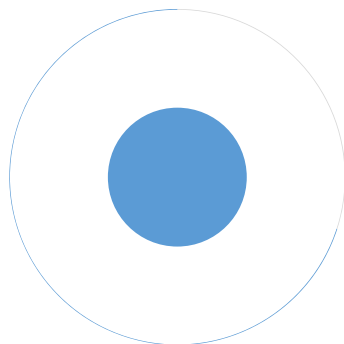


Global Marketing Strategy

CHAPTER 4: B2B Partnerships

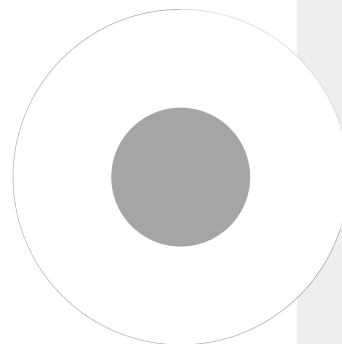
1 | Partnerships

Solution providers



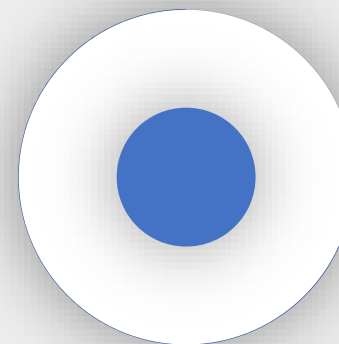
Connect to enterprises for providing solutions

Connect to other companies to wider the scope of business



Scale up

Expert



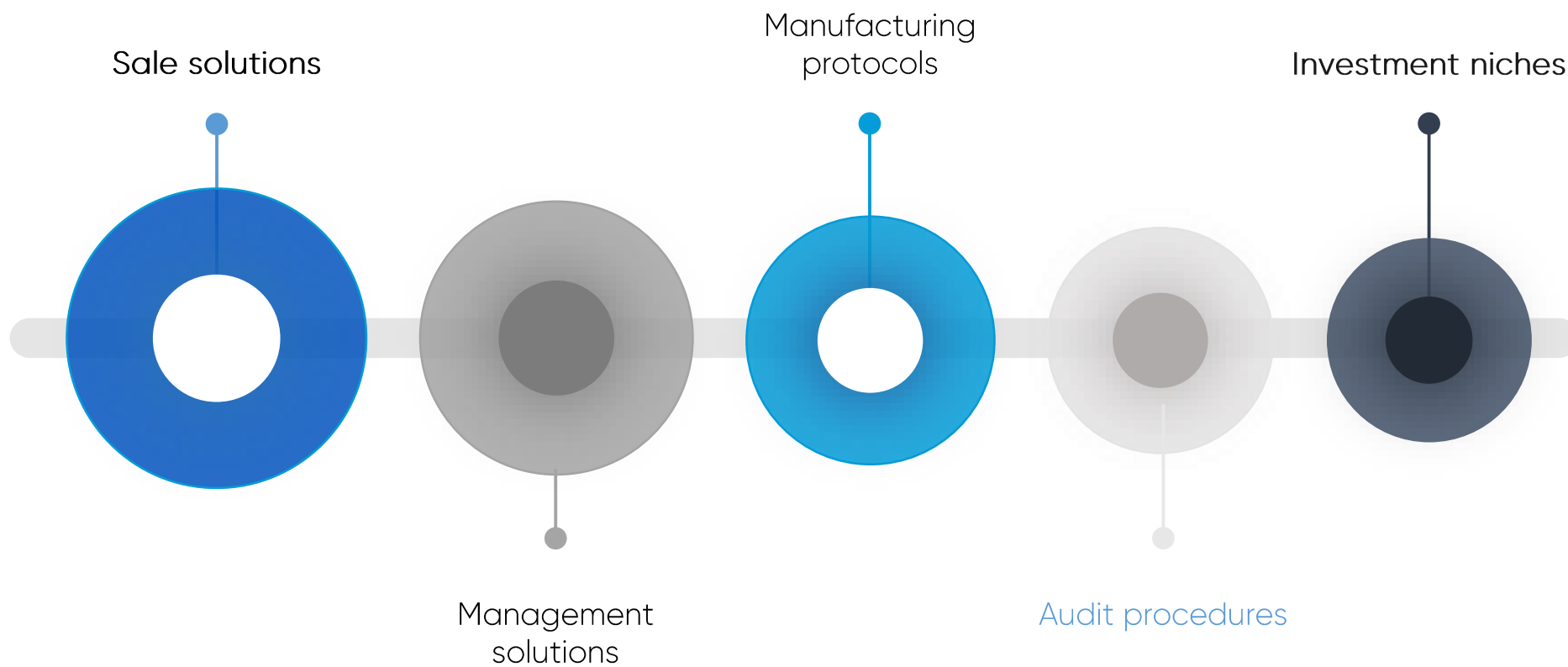
Connect to labs, companies, and organizations on blockchain and AI

Connect to media partners to get the communication benefits

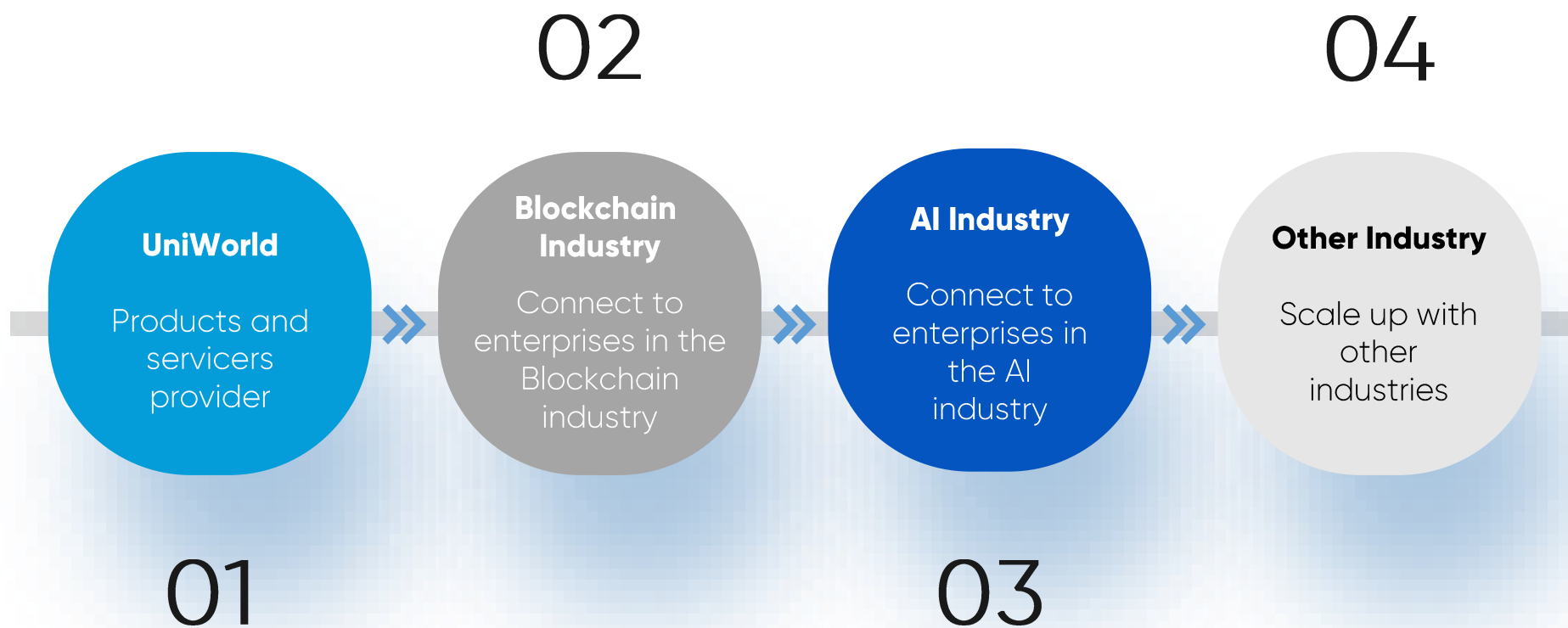


PR

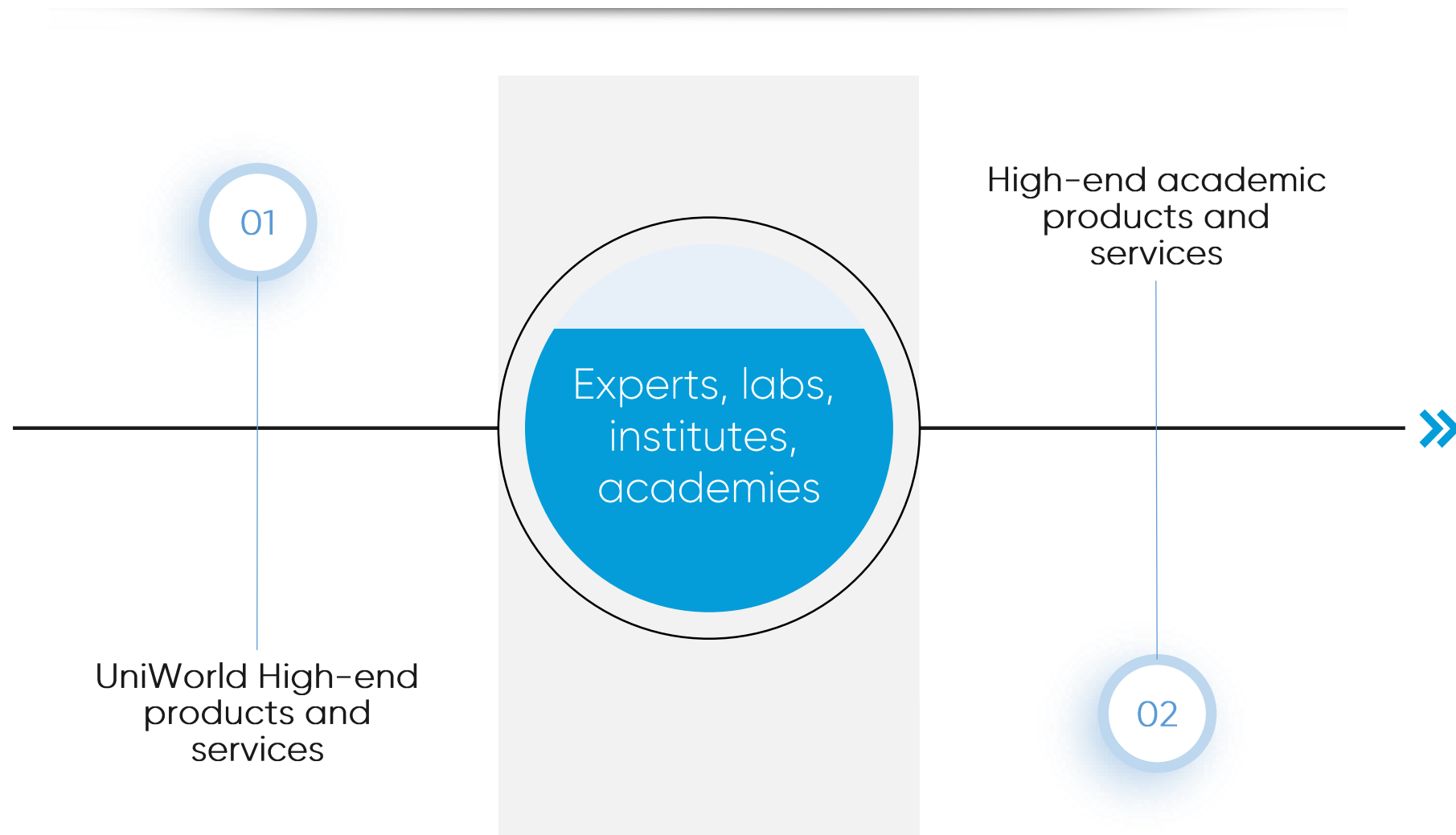
2 | Solution providers



3 | Scale up

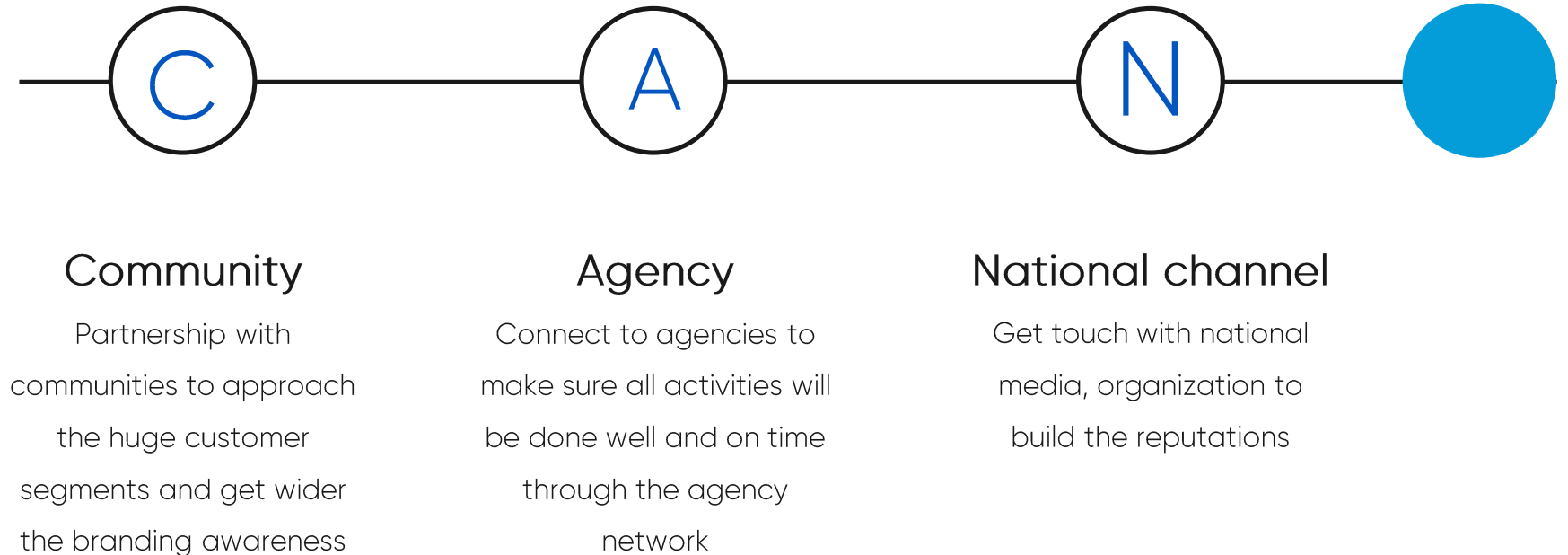


4 | Expert



5 | PR

MEDIA

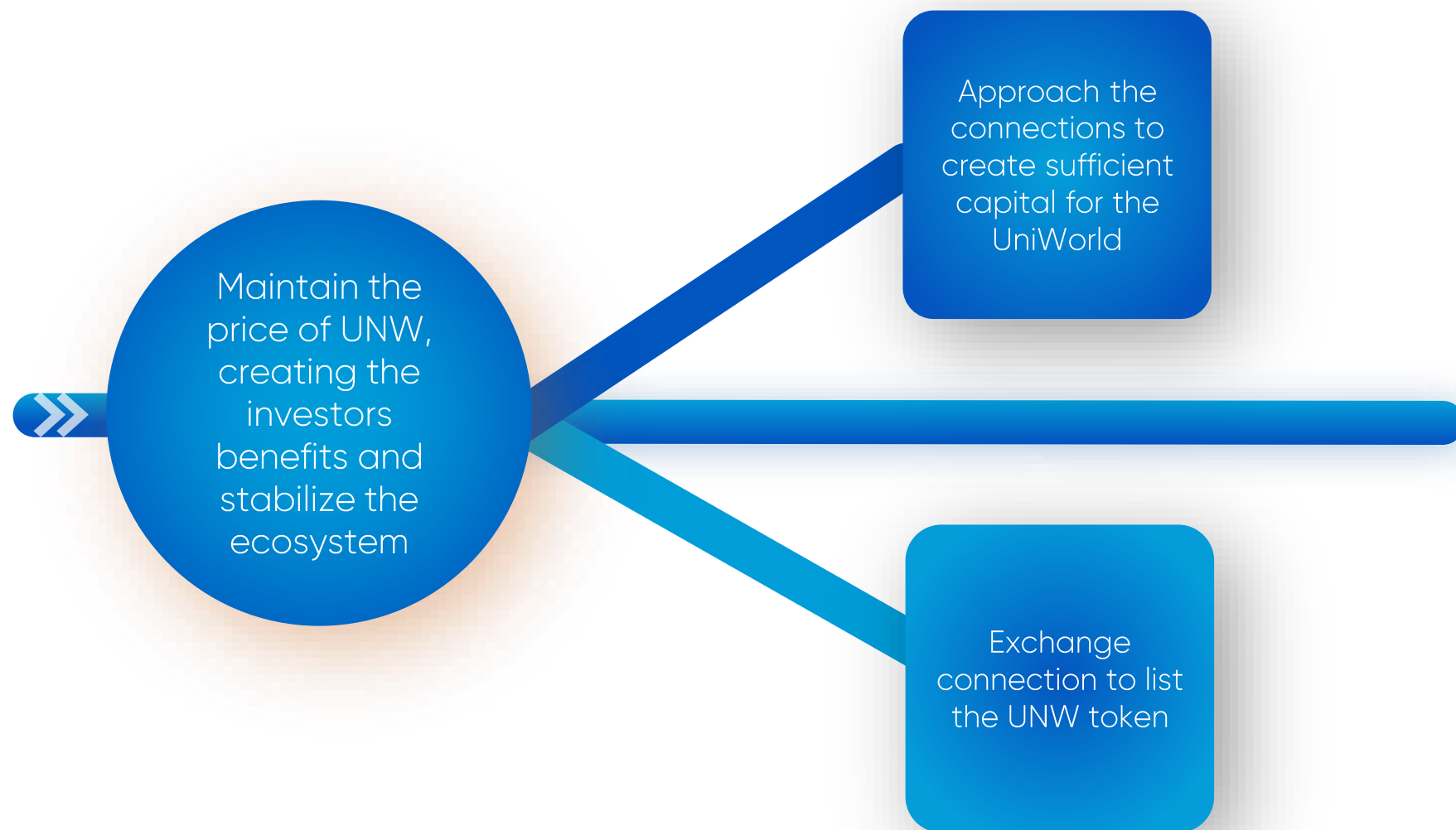




Global Marketing Strategy

CHAPTER 5: Market manipulation

1 | Market manipulation





Global Marketing Strategy

CHAPTER 6: Engage loyalty and advocacy

1 | Loyalty and advocacy

