Ra’edat Community Platform

• Project Plan Submission
Agenda

• Concept & Definition
• Value Proposition
• Business Canvas
• Platform Overview
• Scope of work
• Implementation overview
• Platform implementation timeline
• Technical implementation timeline

• Project roadmap
• Platform deployment
• BETA release plan
• Open forum launch
• Community expertise
• Launching the community forum
• Launch Marketing plan
• Sponsorship potential
• Partners required
• Cost & Revenue
Concept

• The focus of our project is to Elevate Arab women’s lives both regionally and globally.

• We aim to create a community which will encourage open speech and procreate new-age ideas.

• We aim to bring about a paradigm shift for the lifestyle of Arab women globally by providing a one space platform needed to aid the required transition.

• The platform will be a SAAS product which will enable high engagement and networking possibilities.
What is Ra’edat?

• Ra’edat is a sustainable ecosystem built for a market scarcity and urgency in the dispensation of Arab women globally.

• We aim to create an online community where members can interact through text, emails, video and create personalised profiles which can be shared across other media and members.

• The members can also be part of various groups which may stimulate their interests or professions

• The forum area will be focused on Trending & Vital Topics that have the need to be addressed for the betterment of Arab women globally

• It aims to become a hub of importance not only to the Arab society, but also to private sectors, inter-nations and the government.
# Business model canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Team</td>
<td>Enhance women’s activities exposure</td>
<td>High engagement audience</td>
<td>Long-term relationship</td>
<td>Women of ages 36+</td>
</tr>
<tr>
<td>Marketing Team</td>
<td>Engage users</td>
<td>Interactive content</td>
<td>Customer support</td>
<td>22</td>
</tr>
<tr>
<td>Women influencers</td>
<td>Create member inflow onto platform</td>
<td>High online activity rate</td>
<td>Responsive to issues</td>
<td>Local Women</td>
</tr>
<tr>
<td>Content Creators</td>
<td>Create engaging content</td>
<td>Advice on higher</td>
<td>Mentorship program</td>
<td>Influencers</td>
</tr>
<tr>
<td>Co-Founders</td>
<td>Potential social platforms</td>
<td>Connecting with new people</td>
<td>Large local following</td>
<td>Corporate segments</td>
</tr>
<tr>
<td>Technology Partners</td>
<td>Scalable technology</td>
<td>Job opportunities</td>
<td>Webinar platform</td>
<td>Job seekers</td>
</tr>
<tr>
<td>Investment partners</td>
<td>Analyse data and improve</td>
<td>Online connectivity</td>
<td>Share profile and content</td>
<td>Government</td>
</tr>
<tr>
<td>Potential Sponsorship from international entities</td>
<td>Get to critical mass</td>
<td>LinkedIn, Twitter, Facebook, Instagram</td>
<td>Directly in social platforms</td>
<td>Human rights communities</td>
</tr>
<tr>
<td>High probability of going global</td>
<td>Find potential management candidates</td>
<td>New communication channels</td>
<td>Up-to-date news articles</td>
<td>GCC women community</td>
</tr>
<tr>
<td>UN bodies</td>
<td>Increase member base</td>
<td>Continued value with new people</td>
<td>Discussion topics</td>
<td>International communities</td>
</tr>
</tbody>
</table>

**Key Resources**
- Technology partner
- Advertising/marketing agency
- Rich engaging content
- Consultant team
- Ongoing international partnerships

**Channels**
- Website
- App
- Celebrities & Influencers
- Social media
- Google Ad network
- News network

**Revenue Streams**
- User Data
- User Behaviour
- Advertising
- As a pseudo-news channel

**Cost Structure**
- Advertising/marketing
- Consultancy fees
- Commissions
- Domain development
- Platform maintenance
- Investment for expansion and development
- Lean Employee structure

- Paid Membership / Multiple tiers
- Pay to upgrade
- Pay to provide admin rights
- Sponsored/advertised forums
- Sponsored/advertised blogs
Platform Overview

• Empower your groups with dedicated spaces to engage and collaborate.
• Group leaders can work independently, within the broader community.
• Give your members the power of learning – within the community with dedicated learning paths and recognition.
• Create a space for members to volunteer, become a reference or mentor, and designate themselves as a subject-matter expert.
• Make it easy for super users to do more, like share ideas, advocate for your organization, and mentor newer members.
• Manage events including speaker selection, dedicated websites and community forums, and registration throughout the experience.
• Platform can be replicated to various countries and organisations with the necessary learning and training to bring it to fruition.
Scope of Work

Basic

• White-label platform and custom URL
• Build out your website and easily control what content is displayed via a flexible CMS.
• Payment module for your events, memberships and fundraising efforts
• Powerful filters to easily find and connect with other members based on their talents, location, company and more.
• Full control over privacy settings for sensitive information and contact details.
• Branded mobile phone app and push notifications.
• Appoint administrators and define what permissions you want for them.
Scope of Work

Groups + Memberships

- Each group, can be defined as **Open** (anyone who can see the group can join), **Private** (invitation / validation required), **Secret** (only visible to some users)
- Groups can be suggested to users based on their profile.
- Features available at top-level are also available inside the groups: Feed, News, Events, Forums, Media Center, Jobs (coming soon), Memberships and Custom pages
- Members can showcase their entrepreneurial projects / companies to the community so that others can get involved, including yourself.
- Get your full suite of community stakeholders attending your events and sharing stories, webinars and exchanges around your brand.
- Create different tickets and prices based on user category.
- Push your events to your social media pages to boost attendance.
Scope of Work

Payment + Jobs

• Let members pay online and on their mobile through a secure payment gateway.
• Full event management capabilities for your community
• Let your global community organically exchange opportunities such as: • Volunteering opportunities • Jobs and internships • Help requests.
• All opportunities are automatically channeled to the right audience via the weekly / monthly digest.
• Allow external visitors to submit opportunities/jobs and review them before they are published to your community.
• Centralize document and media contents in the media center, at top level and at group level.
Scope of Work

Notifications + Forum

- Publish and distribute the success stories of your members, your newsletter, your annual reports etc. in order to engage your community.
- Create forums at top-level and inside groups to increase engagement.
- Crowd source ideas from your community.
- Let users start discussions, comment (threaded comments supported) and even upvote/downvote answers.
- Predefine tags that users can use to categorize discussions.
- Identity your most active users, the most popular conversations, and the most used tag
Scope of Work

Control Dashboard

• You can have 1 administrator or a team of admins across multiple teams / locations.
• Full data management, storage and capture
• Events, careers and membership management
• News, marketing and fundraising campaigns
• Control over branding, customizations and Finances
• Structure and share documents and media.
• Setup forum and group discussions
• Engagement tracking and full analytics.
• Set up your own metrics and track engagement against your strategic objectives.
• Full email campaign and marketing metrics i.e., open rates, click-through, bounce rates, clicked on link rates etc.
Scope of Work

Monetization
- Easy to setup and fully customizable
- Memberships and rewards program
- Event ticketing and donations
- Groups and other exclusive content access
- Corporate sponsorship, logos and ads
- Charge for audition access
## Implementation Workflow

<table>
<thead>
<tr>
<th>Streams</th>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
<th>Step 5</th>
<th>Step 6</th>
<th>Step 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Team</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SUPPORT HANOVER</td>
</tr>
<tr>
<td>Site Setup &amp; Design</td>
<td>KICK OFF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical Lead</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Step 1**: Kick Off
  - Site Setup & Design Meeting

- **Step 2**: Site Setup & Design
  - Site Setup & Design Meeting
  - DELIVER SITE DESIGN AND SETUP

- **Step 3**: Final Data Set
  - FINAL DATA SET
  - STANDALONE

- **Step 4**: Beta Program
  - BETA PROGRAM
  - SEED PROGRAM

- **Step 5**: Beta Testing

- **Step 6**: Launch

- **Step 7**: Support Handover

**FINAL DATA SET**

**LAUNCH**
## Draft Timeline - Platform Implementation

<table>
<thead>
<tr>
<th>Activity</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick Off Call</td>
<td></td>
<td>✔️ 10th May</td>
<td></td>
</tr>
<tr>
<td>Upload Article</td>
<td></td>
<td>✔️ 10th May</td>
<td>21st Jun</td>
</tr>
<tr>
<td>Standalone - Final Data Set</td>
<td></td>
<td></td>
<td>21st Jun</td>
</tr>
<tr>
<td>Data QA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setup &amp; Design Call</td>
<td></td>
<td>14th Jun</td>
<td></td>
</tr>
<tr>
<td>Site Setup</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beta Program – Info Pack</td>
<td></td>
<td>24th May</td>
<td></td>
</tr>
<tr>
<td>BETA Testing – 1 Week</td>
<td></td>
<td></td>
<td>21st Jun</td>
</tr>
<tr>
<td>Feedback Log</td>
<td></td>
<td></td>
<td>28th Jun</td>
</tr>
<tr>
<td>Seed Program – Info Pack</td>
<td></td>
<td>24th May</td>
<td></td>
</tr>
<tr>
<td>Seed Questions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Launch</td>
<td></td>
<td></td>
<td>✔️ July 1</td>
</tr>
</tbody>
</table>
## Technical Implementation timeline

<table>
<thead>
<tr>
<th>Modules</th>
<th>Week 1-2</th>
<th>Week 3-4</th>
<th>Week 5-6</th>
<th>Week 7-8</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentor Match</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Volunteer /Advocacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Ideation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Event Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Speaker/Expert Bureau</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Group Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Microsites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
<tr>
<td>Nested</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Training: <a href="#">Knowledge Base &amp; Academy</a> Next Step: Let HL know when you want to kick off</td>
</tr>
</tbody>
</table>
Product Roadmap
1ST YEAR

**MILESTONE**
- Financing seed- Tamkeen & Founding sponsors
- Web & App development
- BOT appointment & content plans execution
- Hiring of first team members & external 3rd party agencies

**Q1**

**MILESTONE**
- Training personnel through workshops
- Soft launch
- Business development & canvassing to onboard members
- Awareness through influencers & social media

**Q2**

**MILESTONE**
- Official launch
- Strong marketing presence online
- Continuous canvasing for onboarding
- Improve CTC & visitor rate
- Approach advertisers

**Q3**

**MILESTONE**
- Acquire advertisers
- Achieve 5k member registrations
- Open new set of features- Mentorship + Jobs
- Acquire international content (GCC related)

**Q4**
Product Roadmap
2nd Year

Q1
- Continuous canvassing for advertisers & ambassadors
- Timeline for mentorship webinars and social programs
- Outdoor advertising for forum & marketplace for women
- Google network advertising (Adwords, Criteo, AdSense)
  - Achieve visitor count of 100k per month
  - Achieve 10k members

Q2

Q3

Q4
- Introduce paid features
- Lock most used features for paid membership
- News articles of moving to opening Ra’edat in new countries

MILESTONE
MILESTONE
MILESTONE
MILESTONE
Product Roadmap

3\textsuperscript{RD} YEAR

Q1

- 2 new countries to be opened up (preferably KSA and Kuwait)
  - Introduce global ambassadors
  - Paid Membership count to 20k
  - Daily visitor count to 15k/monthly to 200k
- New features on website & app - groups can have public home pages
  - Groups can have custom URLs for easy access

Q2

MILESTONE

Q3

MILESTONE

Q4

MILESTONE

- New permanent sponsors
- revisit business plan
- evaluation
1. Notify members ahead of launch through other channels, like your regular email marketing system, to let them know a new community site is coming and that they’ll be receiving an invitation soon. You can opt to include that you’ve auto-subscribed them to a Daily Digest and include instructions on how they can log in either in this notification or in your Welcome Message.

2. Work with members to produce at least 20-30 seed questions that are to be posted by 10-15 people over the first two weeks or so. Make sure the questions are written in a “real” tone and they don’t sound planted. To ensure the questions are asked on schedule, you can impersonate the volunteer and post it on his/her behalf (ask them if this is OK first!). See “Seed question guidelines” below for more detailed instructions on this process and what to do and not to do.

3. Keep the group in full moderation so you can stop any “unsubscribe me” messages from going out to all of the members. You can change this setting once you are confident the members are using the new tools correctly and any unhappy campers are taken care of.

4. Prepare any phone staff with talking points about the benefits of the platform so they can respond to any complaints or questions that come in from members. Also teach them how to unsubscribe people or change settings on someone’s behalf.
BETA Testing & Open BETA plan

• The first two messages that should go out to the group are (in this order): a welcome message from the CEO or board chair explaining, in brief, the benefits of the platform and what you are hoping the members will use it for (sharing resources, offering advice, etc.), followed immediately by a message from the community manager with logistics on how to change their settings, respond to posts, etc. See “Sample Messages” below for ideas to get you started. The third message can be from a volunteer member. It should include a “Thank you!” response to the CEO/Board Chair post as well as the first of the seed questions.

• You’ll typically see a 5-15% unsubscribe rate if all of these best practices are followed. 1-2% may be vocal about it. With thousands of members, that can feel like a lot of upset people when it’s actually only a handful. Take it in stride and know this is totally normal. Even if 15% unsubscribe, that means you still have 85% subscribed. If you went with an opt-in model, it usually takes about 6 months to get 20% subscribed – so you’ll still be way ahead of the game.
BETA Testing & Open BETA plan

• Collect a minimum of 20-30 High-Quality Seed Questions

There are different options for collecting the questions.

• If you have a responsive committee or task force, have them supply you with questions that they would actually ask to a group of their peers, or think would be helpful for other members to hear the answers to.

• Leverage your e-mail marketing platform to send approximately 500 members a message that states: “If you could ask all your peers one question, what would it be?” You can explain that your organization is launching a new member community and are looking for ideas of what industry related topic keeps them up at night. If they reply to you saying that “XYZ is really troubling them,” then this is something that you can turn into a great Seed Question.
Launch the Open Forum

• For the first several weeks after launching, post the seed questions each day. Ensure that you have identified beta testers or volunteer members to respond to each question. The goal is to establish the question/answer dynamic in each Daily Digest. If users are subscribed to receive the Daily Digest, you will begin to see member-generated responses.

Rules to ensure that the quality of questions is kept high:

1. If at least two messages have been posted on a given day, consider holding back a couple of messages you can use the following day (you need at least two messages per day posted for the first two or three weeks).
2. Be strict on the quality of the messages and ensure each question is personalized and tells a story. If necessary, contact the author and work with them to re-word the question a bit.
3. Ensure that every message receives a response (but not from the same pool of people).
4. DO NOT use the system for marketing – if you do, your unsubscribe rate will likely go through the roof.
Seeking Community Expertise

Since we are a new player in this field, we will be enlisting the help of community planning experts.

These experts will provide:

• Content Strategy
• Member management strategy
• Member engagement strategy
• Marketing strategy
• Target audience strategy
Launch Marketing plan

• Considering the ongoing pandemic situation and how it has changed the lifestyle of people in general, the launch campaign will be focused on an emotional approach.

• The importance of communication and networking will be highlighted

• Also, the importance of communication over various issues and distresses faced everyday by professional women of the Arab world.
Partners required

• Content Partner
• Vertical Partners
• Marketing Partners
• Technical partners- Higher logic, Atyaf
• Financial Partners- BBK, NBB, Paypal
• Service partners- Telecom, Customer service
• E-commerce- UR
THANK YOU