



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.

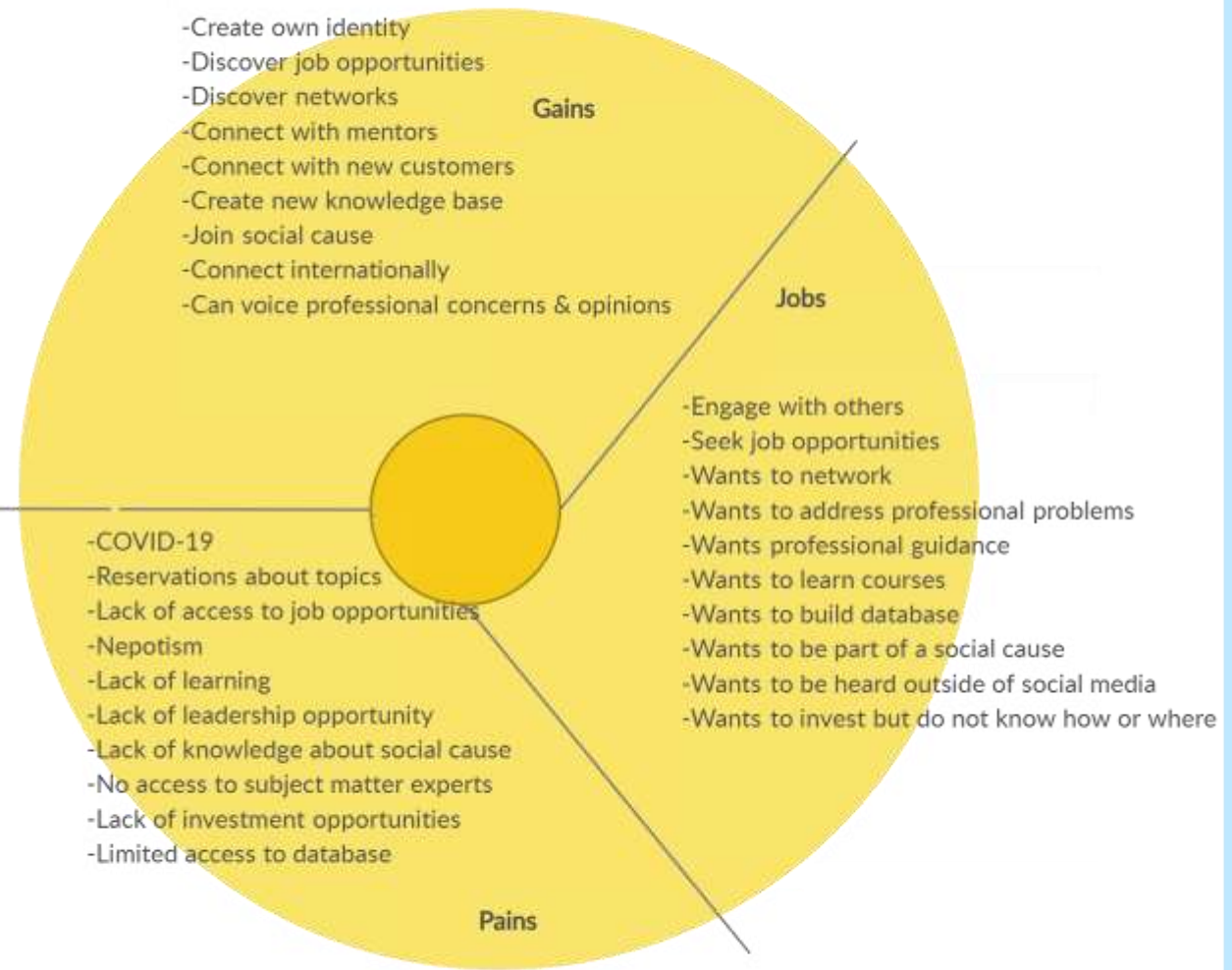
What is Ra'edat?

- 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.

Value proposition canvas

Product

Customer



Business model canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Editorial Team • Marketing Team • Women influencers • Content Curators • Higher Logic (Technology Partner) • Atyaf E-solutions • Payment partners • Investors • UN entities <p>MOTIVATIONS FOR PARTNERSHIPS:</p> <ul style="list-style-type: none"> • Fastest evolving gender segment • Access to international entities tackling similar issues • Noticeable fame by indulging in community issues • Investment opportunities from international entities • Potential Sponsorship from UN bodies • High probability of going global 	<ul style="list-style-type: none"> • Enhance women activities exposure • Engage users • Create member inflow onto platform • Create engaging content • Powerful feature rich platform • Scalable technology • Analyse data and improve • Get to critical mass • Find potential management candidates • Increase member base • Expand market • Moderate public homepage • Reduce negative network • Control offline data flow • Manage payment networks • Provide payment analytics • Provide capital • Generate cashflow • Refine value proposal • Increase market cap <p>Key Resources</p> <ul style="list-style-type: none"> • Technology partner • Advertising/marketing agency • Rich engaging content • Consultant team • Ongoing Financed capital • Relationship with international bodies 	<ul style="list-style-type: none"> • High engaging audience • Interactive content • High online activity rate • Advice on higher education • Mentorship programme • Large local following • Webinar platform • Share profile and content directly to social platforms • New communication channel • Communicate with new people • Job opportunities • Upcoming marketplace early access • Up-to-date news articles • Discussion topics • Blog • Search member database • Monetize audience 	<ul style="list-style-type: none"> • Long term relationship • Customer support • Responsive to issues • Mentorship program • Engaging content • Online connectivity • Job opportunities • Paid Membership • Multiple communication tools • Up-to-date content • Intra-user connectivity • Find members <p>Channels</p> <ul style="list-style-type: none"> • Website • App • Celebrities & Influencers • Social media: Facebook, Instagram, LinkedIn, Twitter • Word of mouth • Google Ad network • News network • E-mails • Notifications • Freemium model 	<ul style="list-style-type: none"> • Women of ages 16 - 22 • Local Women communities/ associations • Universities • Women influencers • Corporate segments • Job seekers • Government agencies • Human rights communities • GCC women communities • International communities
<p>Cost Structure</p> <ul style="list-style-type: none"> • Advertising/marketing • Consultancy fees • Commissions • Platform development • Platform maintenance • Investment for expansion and development • Lean Employee structure 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • User Data • User Behaviour • Advertising • As a psuedo-news channel- Article sales • Paid Membership- Multiple teirs • Pay to options • Pay to provide admin rights • Sponsored/advertised forums • Sponsored/advertised blogs • Web/app real estate 		

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

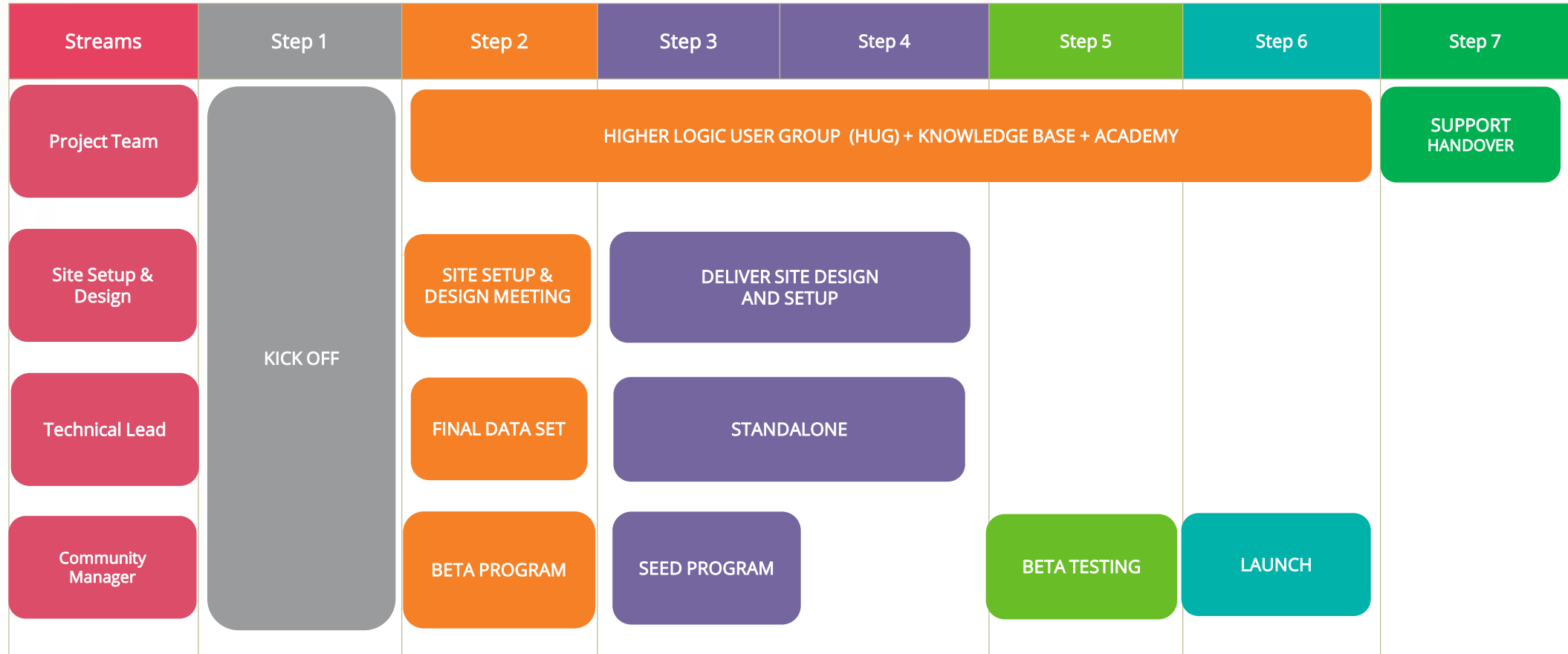
- You can have 1 administrator or a team of admins across multiple teams / locations.
- Full data management, storage and capture
- Events, careers and membership management
- News, marketing and fundraising campaigns
- Control over branding, customizations and Finances
- Structure and share documents 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



Draft Timeline- Platform Implementation

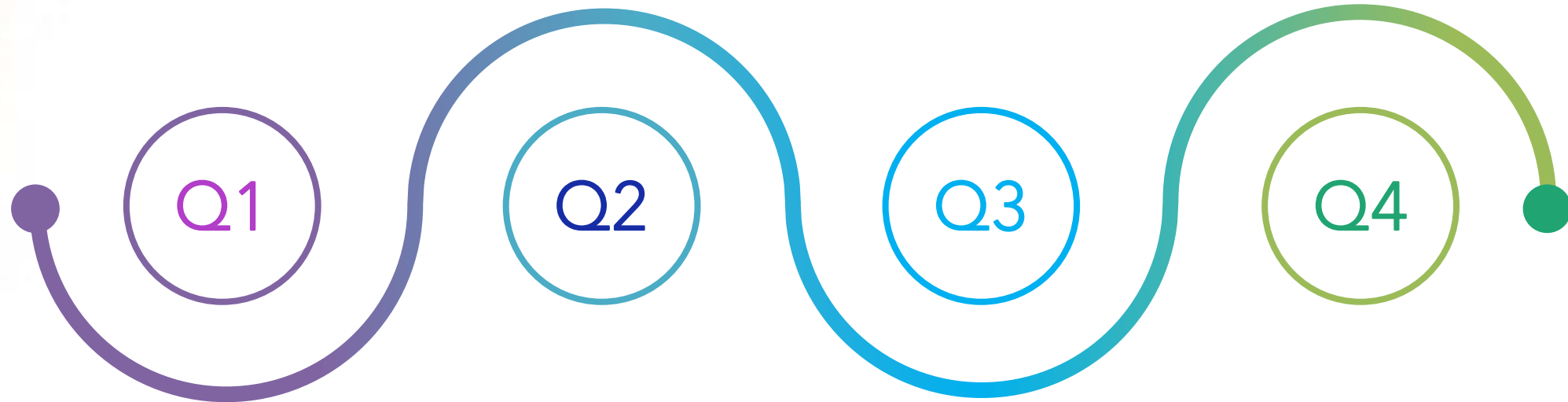
	May	Jun	Jul
Kick Off Call	✓ 10th May		
Upload Article Standalone - Final Data Set Data QA	✓ 10th May	★ 21st Jun ★ 21st Jun	
Setup & Design Call Site Setup Design	★ 17th May	★ 14th Jun	
Beta Program – Info Pack BETA Testing – 1 Week Feedback Log	★ 24th May	★ 21st Jun ★ 28th Jun	
Seed Program – Info Pack Seed Questions	★ 24th May	★	
Launch			★ July 1

Technical Implementation timeline

Modules	Week 1-2	Week 3-4	Week 5-6	Week 7-8	Notes
Mentor Match	[Orange bar spanning Weeks 1-2, 3-4, 5-6, and 7-8]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Volunteer /Advocacy	[Orange bar spanning Weeks 1-2, 3-4, 5-6, and 7-8]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Ideation	[Orange bar spanning Weeks 1-2]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Event Manager	[Orange bar spanning Weeks 1-2 and 3-4]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Speaker/Expert Bureau	[Orange bar spanning Weeks 1-2]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Group Manager	[Orange bar spanning Weeks 1-2]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Microsites	[Orange bar spanning Weeks 1-2, 3-4, 5-6, and 7-8]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off
Nested	[Orange bar spanning Weeks 1-2 and 3-4]				Training: Knowledge Base & Academy Next Step: Let HL know when you want to kick off

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

MILESTONE

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

MILESTONE

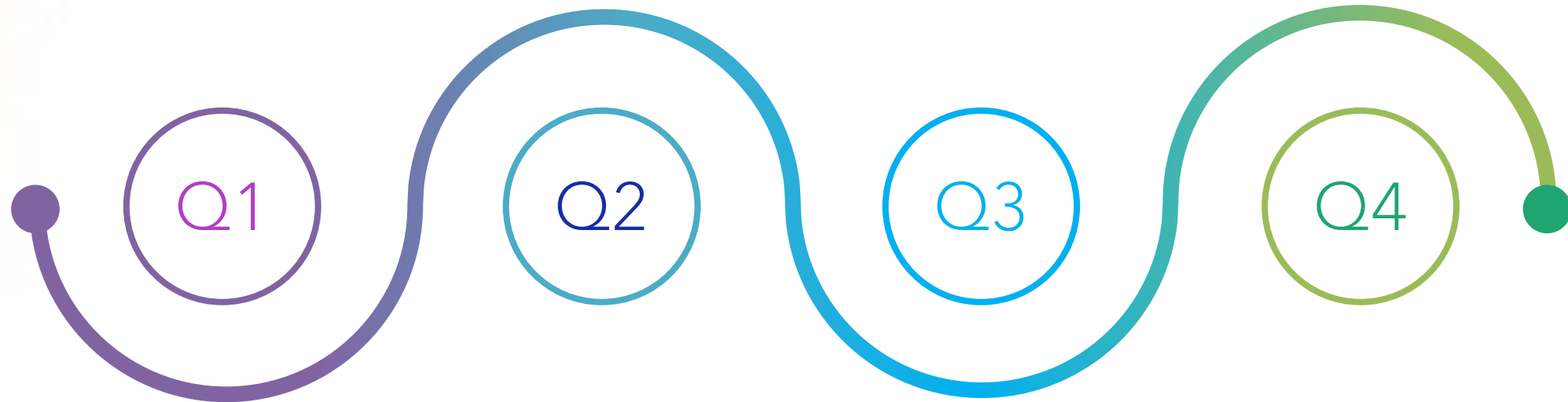
- Official launch
- strong marketing presence online
- continuous canvassing for onboarding
- improve CTC & visitor rate
- Approach advertisers

MILESTONE

- Acquire advertisers
- achieve 5k member registrations
- open new set of features- Mentorship + Jobs
- Acquire international content (GCC related)

Product Roadmap

2ND YEAR



MILESTONE

- 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

MILESTONE

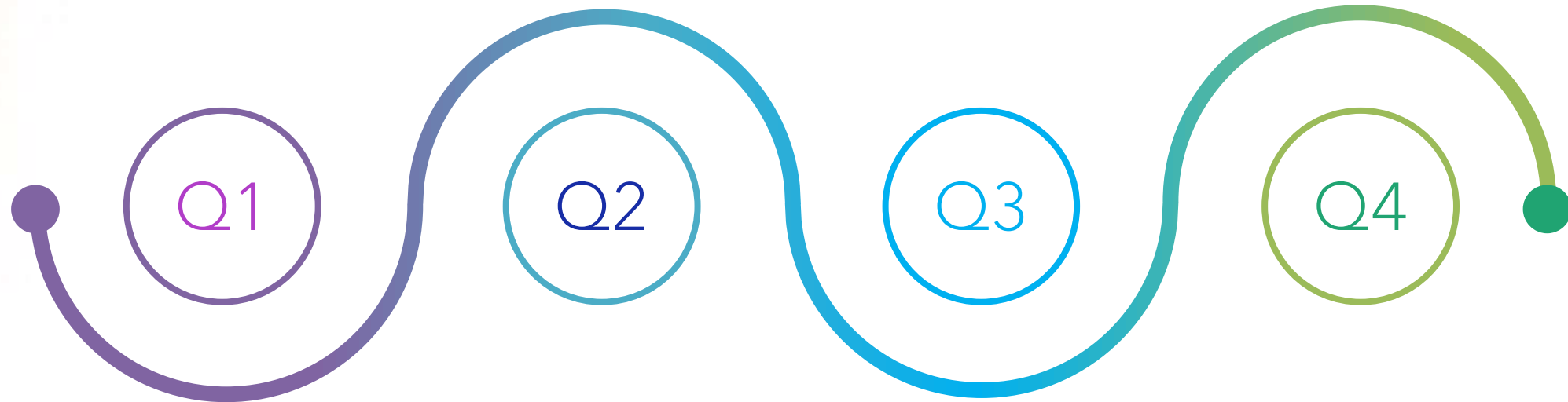
MILESTONE

MILESTONE

- introduce paid features
- Lock most used features for paid membership
- news articles of moving to opening Ra'edat in new countries

Product Roadmap

3RD YEAR



MILESTONE

- 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

MILESTONE

MILESTONE

MILESTONE

- New permanent sponsors
- revisit business plan
- evaluation

BETA Testing & Open BETA plan

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