ONE EARTH
BUSINESS SCHOOL

INNOVATION

EXAMPLE - PAGE 1 OF 2

PULL

CAMPAIGN

JOIN US

CAMPAIGN 1
PURPOSE CAMPAIGN - 1 BILLION PURPOSES

CAMPAIGN 2
MARKET NEED CAMPAIGN - MOVING BUSINESSES IN TO THE 21ST CENTURY

SILO ➡ INTEGRATED

WHO

EMOTIONAL

EXISTING → CLIENTS

PARTNER → UN - MAYORS OFFICE

EXTENDED FAMILY NEW - new clients via existing client and partner networks

MARKET NEED

MARKET NEED? - e.g. Moving businesses to the 21st century

ENGAGE

ENGAGE

JOIN US

INTEGRATED - WEBINAR

COMMUNITY - ONE EARTH

WHERE WILL YOU BE CREATING ENGAGED DATA?

BRAND LED NOT SALES LED

INNOVATE < PRODUCT — PRICING

WHAT INDUSTRY SHIFT? 3%

DO YOU WANT TO LEAD SHIFT IN AN INDUSTRY? WHICH ONE?
ONE EARTH is shifting all industries

WHAT ARE YOU INFLUENCING? 15%

ARE YOU INFLUENCING A TREND?

WHAT ARE YOU TRI?

WHAT ARE YOU TESTING, RE-DESIGNING AND ITERATING? Eg ONE EARTH is testing the awareness product (webinar series)

PRODUCT

REVENUE MODEL

A — AWARENESS PRODUCT to pull the market. Eg webinar, podcast, book, ebook, game, merchandise

L — LEVERAGE PRODUCT - these are information or education products

BOBS LEVERAGE PRODUCT ARE THE ONLINE SCHOOLS

S — SCALE PRODUCT - To create scale - ONE EARTH's global studios

NEW TRADING ECONOMY — PRICING

BUNDLE PRICING

PAY IT FORWARD - Eg ONE EARTH's supporting foundation businesses on the activation programs

DONATE - ETHICAL CURRENCY

JOIN A PROGRAMME - THIS CREATES VOLUME - ONE EARTH has launched activation programs (L&D, Boom)

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INNOVATION

EXAMPLE - PAGE 2 OF 2

WHO COULD I BE TALKING TO - TOMORROW?

Create 3 personas

NEW GENERATION	CORE	INFLUENCER
FOUNDATION BUSINESS < 1M	SME BUSINESS < 1M	BUSINESS PARTNERS BUSINESS NETWORKS EG. SUPPER CLUBS BUSINESS CHICKS

PARTNERS

Who could I be talking to - tomorrow?

Create 3 personas

INFLUENCER	NETWORK	KNOWN
MAJOR PARTNERS WHO WILL INFLUENCE YOUR PARTNERS EG. UN MAYORS OFFICE	PARTNERS WITH LARGE NETWORKS - THEY TEND TO HAVE A LARGE DATABASE BUT DON'T ALWAYS KNOW EVERYONE BANKS TELCO'S	PARTNERS WHO HAVE LARGE NETWORKS EG. ACCOUNTANTS RECRUITMENT FIRMS

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