

◆ PROBLEMS

Ethnic minorities' cultural beauties are gradually *lost and forgotten* due to modernization and poverty.

A *big gap* of culture cultural understanding among ethnic groups, especially the rural and urban.

The Lack of *interaction and personal development* opportunities to the ethnic minority/rural youth, especially in leading communities.

◆ SOLUTION



PRESERVING by digitalizing motifs which reflect their cultural beauties and identities.



PROMOTE ethnic minorities' culture through ethnic motifs, illustration, videos...on social media platforms.



FELLOWSHIP OPPORTUNITIES providing networking, mentoring, hands-on training, and the tools necessary to lead communities in addressing cultural preservation by digital and media art.

◆ MARKET SIZE

53 ethnic minority groups in Viet Nam with thousands of patterns.

25% ethnic minorities of 96.02 million Vietnam's population, more than 65% are ethnic young people.

67% internet users of 96.02 million in Vietnam. **485000** creative designers in Vietnam (0,5% its population)



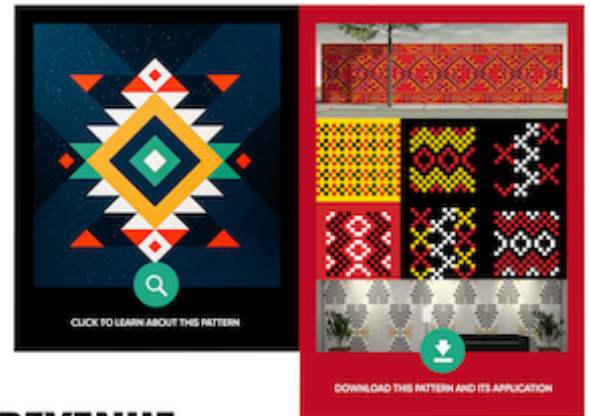
◆ COMPETITOR

The free/paid ethnic motif vector market without motifs' origin. (Shutterstock, iStock, Freepik...)

shutterstock

iStock
by Getty Images

freepik



◆ REVENUE MODEL

Crowdfunding

Social donation

Products (Package of developed vectors/color books/lifestyle products applied developed motifs)

◆ GMT STRATEGY

Social media and website to reach target audiences.

A Developed motif package, their applications, illustrations and videos to target creative designers.

Survey and application process to select candidates for the ethnic fellowship.

◆ TRACTION

250 vectors including meanings/stories of an ethnic group every year

01 website and 3 social platforms (Facebook/Instagram/Youtube)

A developed vector package and their application in the creative industry each ethnic group.

01 model is applied to an ethnic group every year **10.000\$** in the 1st crowdfunding.

3000\$ vector package sale every year.

20 fully-funded candidates in ethnic fellowship every year.

05 Exhibitions each year/each ethnic group.

