

## Campaign Agenda

| When                                       | Steps          | Steps   |
|--|----------------|---|
| 4 months before                            | Planification  | <ul style="list-style-type: none"> <li>● Contact Vegan Capital;)</li> <li>● Determine the purpose of the campaign and the WHY for fundraising</li> <li>● Determine the form of financing (debt or equity)</li> <li>● Speak with your lawyer and your accountant</li> <li>● Prepare the communication plan</li> <li>● Gather the required documents</li> <li>● Prepare a presentation of the project</li> </ul>  |
| 2 months before                            | Production     | <ul style="list-style-type: none"> <li>● Produce visual elements. Making a video is strongly recommended</li> <li>● Advertise your campaign on social networks</li> <li>● Spot communities and people who have influence. Do not forget Angels and active investors</li> </ul>  |
| 1 month before                             | Identification | <ul style="list-style-type: none"> <li>● Identify your first circle of investors (Love money).</li> <li>● Be active online</li> <li>● Contact influencers and potential investors</li> </ul>  |
| 1 or 2 weeks before                        | First contact  | <ul style="list-style-type: none"> <li>● Make a first contact with the first circle to announce the pending launch. Make sure this circle can contribute up to 15% of your campaign.</li> <li>● Define the hashtag that will be used to talk about the campaign</li> <li>● Create an email signature with a link to the project page</li> </ul>   |
| D-Day                                      | Launch         | <ul style="list-style-type: none"> <li>● Contact your first circle and remember the importance of contributing now</li> </ul>   |
| Between 15% and 50% of the target achieved | Diffusion      | <ul style="list-style-type: none"> <li>● Once 15% of the goal is reached, publish your launch message and your project page on social networks</li> <li>● Add the link of your campaign on all your communication media (email, newsletter, social networks)</li> <li>● Share the evolution of your project on social networks</li> <li>● Thank all investors</li> <li>● Identify effective strategies with the GoTroo platform campaign dashboard</li> <li>● Sponsor your publications on social networks</li> </ul> |
| From 50% of goal achieved                  | Continue       | <ul style="list-style-type: none"> <li>● Seek out a maximum of relays from the communities</li> <li>● Continue to interact with investors</li> <li>● Follow up when stages are reached.</li> <li>● Publish news and answer all the questions you are asked online</li> <li>● Participate in events to talk about your project</li> </ul>  |
| After the end of the campaign              | Follow-up      | <ul style="list-style-type: none"> <li>● Thank all investors</li> <li>● Receive the funds</li> </ul>  |