

Xnap - Client Onboarding Form

Brand name*

DreamBook

Overview of the brand*

Dreambook, as the name implies, is about dreams, aspirations, and desires.

If the Brain can sub-consciously engage us in a cognitive simulation of real-life experiences which we interpret them as dreams, the Dreambook will be about nurturing our dreams, aspirations and desires by providing a platform for its expression and realization in the real world or in the Metaverse through collaborative efforts.

Dreambook will be the platform of choice for capturing human imaginations, unconscious desires and wishes, dreams, and bucket lists. It will be the sum-total of all what humanity aspires for. It will be our collective personality – our planets intrinsic personality.

Dreambook will be a happy place and it can be entertaining, fun, romantic, frightening, and sometimes bizarre. It will be a collective human experience.

Through the Dreambook platform, we will be able to connect and collaborate with fellow dreamers from across the world to enrich our thoughts around it, expand the potential of our aspirations, and find ways to fulfill them either in the Metaverse or in the real world.

Dreambook will be that space where overwhelming, contradictory, or highly complex notions can be brought together.

Dreambook will be the record of all what we humans want to do in our life and with our lives. When the world's aspirations and dreams and imaginations and desires and stories are contained in one platform, it will one day be the definition of what we are as a species.

It will encapsulate the Human story.

Brand insights that you would like to mention

If Google is the place you go, to find answers to your queries, If Facebook is your go-to-platform for engaging with family and friends, if Twitter is where you go to voice your opinions and view on matters that concern you, I want Dreambook to be the go-to-platform to live out your dreams.

Projects to be marketed*

A platform that will integrate with the world ecosystem of other dreamers, influencers, and fulfillers.

An API Ecosystem that will provide insights to dreams and bucket lists and aspirations and plans.

A separate Metaverse platform that will inherit the information from Dreambook and enable interacting ecosystems.

A monetization engine that is able to monetize the direct interactions between the fulfillers and dreamers, subscriptions to Insights as a Service, Direct advertising by Fulfillers, and asset monetization on the Metaverse.

Links to industry research report/ case study

I want us to do to assess whether there are any competing ideas around the space that we are trying to capture and if such a space is found, how can our brand or platform be uniquely positioned in the already crowded P2P marketplace.

I want us to figure out whether this Platform will be one too many among the world of Apps and whether it will be a non-starter.

I want us to figure out whether this Platform will find its niche in a way that it will corner a sizeable chunk of screen time. Will it uniquely stand-out amongst Facebook, Linked In, Twitter, Instagram, Whatsapp, Pinterest, Tiktok, Snapchat, and others.

I want us to figure out whether this platform is important enough to be built – what is that unique human sentiment that we are trying to cater to? Is that sentiment powerful enough to warrant a completely new platform that others are not able to cater to in combination or independently? Is this human sentiment transitory or it is the very nature of a man to aspire and dream?

What is the current market scenario that needs to be considered based on your brand experience?

I believe there are no known platforms that is singularly catering to this product space. The sum of all platforms can work to this theme, but it would be complex consolidation of information to generate a coherent message or a picture.

Competition list*

All Apps that allow human expressions is a potential competition in that it corners screen time. Our platform USP must be such that it either finds a unique expression space on its own or it must be able to deliver an integrated expression that none of the other Apps in isolation can achieve.

Target audience: (Age, psychographics, income group, mention various backgrounds of the consumer)*

This is a platform that is aimed to capture young minds – 12-30-45 age group. A bulk of dreams and aspirations start to fructify from a very young age, and they expand and mature as they move up their life.

Define the problem that needs to be addressed via marketing*

Dreambook will be launched into a sea full of Apps. Each of them, have been thus far, successful in catering to the wider human instinct to connect and share. Dreambook, while having a unique space, must however compete for airtime. How can Dreambook nudge itself into that crowded space and conquer screen time? That's the first objective.

Will Dreambook be sustainable in the long run? Will it continue to be the go-to platform for recording one's aspirations and dreams? Is there a human urge to do so? Will this platform bring out coherence to that recording process? How can we educate the people and get them into an unconscious habit? That's the second objective.

Dreambook will be a repository of all human aspirations and dreams – it will throw out interesting insights that can be consumed by partners involved in the business of fulfillment. One of the marketing objectives is to provide ideas around how the platform can be leveraged and spawn out an entirely different business model.

What are the brand objectives?*

Starting 2 months before launch, I want us to generate more awareness of the platform and the brand. What must increased awareness mean? Across cities and towns? Across schools and colleges and workplaces? Across all age groups?

Increased Awareness must be measurable – e.g. In two years, this platform must host at least a million dreamers and an ecosystem of fulfillers and fosters healthy relationships between fulfillers and dreamers. I would like a dreamer investing at least 15 min each day on this platform.

Lastly what is the churn from the platform? A churn can be defined as someone who hasn't interacted with the platform at least once in 3 months. Reducing churn should be a clear brand objective.

Type of communication*

Dreamer to Dreamer [connecting dreamers] [C2C],

Fulfiller to Dreamer [pushing offers] [B2C],

Platform to Fulfillers [Providing Insights] [P2B],

Platform to Platform [Metaverse the Dreams] [P2P]

Unique Selling Proposition (USP) of the product/ service

I believe there are no known platforms that is singularly catering to this product space. The sum of all platforms can work to this theme, but it would be complex consolidation of information to generate a coherent message or a picture.

Dreambook will be an integrating platform. It will be one place to express, nurture, expand on your aspirations, desires, and dreams and will find you an outlet to realize it. We must use universal storytelling and everyday moments to connect the Platform with its customers globally.

Our USP is 'I have a dream and it must be expressed' or 'I have a dream and it must be told' or 'I have a dream and it must be heard'.

Number of website/ app pages

This will be evolved once we firm up the Product Vision, User Journeys, and Use Cases. We also need pages that work to standard

Number of videos required

Teaser videos must be launched 4-6 weeks before launch and thereafter a video every month for the next 6 months post launch.

A video a week?

Number of social media creatives required

We need a social media creative each week, starting 4-6 weeks before launch, and continuing at the pace of a creative every fortnight for 6 months post launch?

Number of leads required*

We need influencers to be onboarded on to the platform. To do that, we need succinct pitch book as well as a “what’s in it for me” message.

Budget

Rs. 20L until Launch – that includes all aspects of Product visioning, Logo, Trademark, Logo, Platform Development, Branding, Marketing including all forms of social media connects as described above.