

# **Zeacon: Building Revenue Through Virtual Channels**

# Summary

- What Zeacon is Seeing
- Zeacon Capabilities
- Zeacon Partnerships
- i2i Process (4-Weeks)
- Next Steps

# What Zeacon Is Seeing

- The current state of Seattle businesses and organizations:
  - 56% of businesses have revenue decreased more than 75%
  - Have 1-2 months (26%) or 3-5 months (34%) before risk of closing permanently
  - Most concerned about losing sales (66%) and customer traffic (59%)
- Businesses and organizations are now partnering with Zeacon to:
  - Seize the opportunity during COVID-19
  - Stand out and connect with community
  - Generate revenue through virtual channels

# Zeacon's Capabilities



- Zeacon's mission is "Intelligently Connecting Communities"
- Zeacon offers 4-week end-to-end "Ideation to Implementation" (i2i) process
- [Livestream capabilities \(Link\)](#):
  - Livestream & box strategy, operations & execution
  - Influencer integrations (athletes, fitness, foodie, beauty influencers)
  - Marketing assets (video, social, text, email campaign)
  - Live production (scripting, dry-runs, filming)
- Box + delivery capabilities:
  - Branded box packaging (curation, co-marketing, logistics)
  - White-glove deliveries (speed, personnel, logistics)

# Zeacon Partnerships



- Zeacon Community/Corporate Partnerships:
  - Bellevue Art Museum's Summer Gala (2-day livestream event)
  - Corporate Nationwide Virtual Events
  - Bellevue Wellness Weekend (3-day livestream event)
- Zeacon Small Business Partnerships:
  - [Brian Clevenger's Live Italian Cuisine Making Class](#) ([Video Link](#))
  - [Umi Sake House's Japanese Cuisine Making Class](#) ([Video Link](#))
  - [Salsa Con Todo's Latin Dance Class](#) ([Video Link](#))

# i2i Process (4-Weeks)

- Week 1:
  - Livestream & box strategy, operations & execution
  - Align marketing assets (video, packaging, social, text, email campaign)
  - Schedule live production details (scripting, dry-runs, filming)
- Week 2:
  - Influencer integrations (athletes, fitness, foodie, beauty influencers)
  - Final check up on marketing assets
  - 1st dry-run of livestream
- Week 3:
  - 2nd dry-run of livestream
  - Preparing box packaging and deliveries
- Week 4:
  - White-glove packaging and deliveries (speed, personnel, logistics)
  - Orders close and deliveries are made and Zeacon Live begins

# Next Steps

- Do you have a need to build more revenue or digitize your events during and after this quarantine?
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