

OUR 2019 PLAN

Leaving
You
Better.



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Prepared for:
Friends and Partners



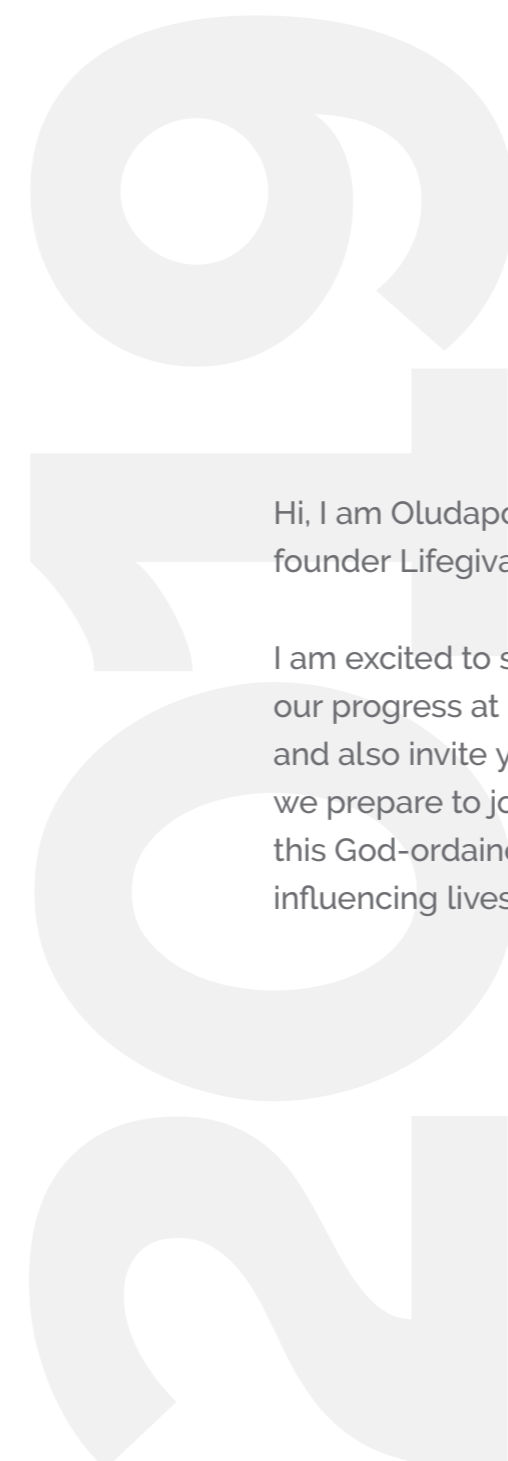
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THE JOURNEY



Oludapo Tolulope
Founder



Hi, I am Oludapo Tolulope,
founder Lifegiva.com,

I am excited to share with you
our progress at Lifegiva so far
and also invite you to join us as
we prepare to journey farther on
this God-ordained adventure of
influencing lives.

**We have amazing plans for 2019
we cannot wait to share with
you. So, let us begin.**

We started our first blog in
January 2013 and this blog has
grown organically without any
full time/paid writers or paid/
sponsored publicity, or a regular
posting schedule and an average
of 10-15 articles per month.

**In 2018, we had a total number
of 1,589,327 impressions across
our platforms, 95% of which
were organic despite our site
being down for 4 months due to
2 cyber attacks.**

WHAT'S UNIQUE ABOUT US?

Our content is crafted by millennial for millennial. It takes a millennial to understand and speak the language of the millennial.



By Millennials for Millennials

Our kind of content and means of presentation fosters a sense of community and creates a platform to showcase creativity



Community

Our content is crafted with the sole aim of being relatable. We are neither superficial nor superstitious.



Relatable

Lifegiva employs rich media on a variety of trending platforms such as YouTube, Instagram and other social platforms. We make our content desirable to the eyes and ears, and share them where people are.



Rich Media

+QUESTIONS



01 What if we do an average of 5 daily posts, multiplying our monthly articles by 10?

02 What if we set aside some resources for publicity to reach a new audience?

03 What if we take the same life-giving content to more interests (sport, fashion, entertainment, career...) making our website more versatile?

04 What if we increase our video content exponential since 80% of all web content consumed are videos?

05 What if we effectively transition the radio into a regular weekly podcast?

06 What if we have a small but effective committed staff; writers, publicist?



WHAT WE CAN ACHIEVE BY 2019

...dream with us

1

Be one of the top 3 destinations of faith-based, yet real and life applicable website in Nigeria and the top 100 in the world.



3

We will literally be changing lives, influencing people, actions and cultures.

2

We will be reaching an average 150,000 daily users by the end of 2019.



4

Our platforms will be generating enough revenue to keep us growing and expanding.



“Whoever controls the media, controls the mind” - Jim Morrison



OUR MAJOR GOALS FOR 2019

001. // Content Creation

Create content and churn out more content;
- 1 video per day
- 2 podcast per week
- 5 written articles per day.

002. // Audience Growth

Grow the followers base on each of our platforms and open new platforms where millennials are.

PLATFORMS EMPLOYING

1. Website - lifegiva.com
2. YouTube
3. Podcast Directories (iTunes, Spotify, TuneIn and more)
4. Social Media
 - Instagram
 - Twitter
 - Facebook
 - Snapchat

To What End?!

WE WANT TO INFLUENCE PEOPLE AND CULTURE.

We have left this in the hands of people who don't know or fear God for too long and we want to have it back (at least a percentage of it).



The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses. - Malcolm X



Sustainability & Profitability plans

POWERING THE PASSION PROJECT



//01. Studio Space Rental

Number one on our plans for 2019 is to increase more video content which contributes to almost 80% of web content consumed in 2018 across the world and we deem it necessary to set up a proper studio open for rent by the hour and with a pessimistic estimate, we have projected a revenue returns of 5.96M in 2019.

Breakdown
- 4.16M - Photo shoot at 10k per hour and 8 hours weekly
- 1.05M - Video shoot at 30k per session and 30 session
0.75M - podcast at 10k per session and 75 sessions in the year-

ESTIMATED REVENUE: N5.96M

//02. Event Coverage

Due to our level of penetration in the Christian media space, we receive a lot to invite to cover concert and events, and since we will be having the equipments for our shoots, this will be easy to achieve.

With a very very pessimistic estimate, we projected a revenue return of 3.75m

Breakdown - Event coverage (video) at 250k and a projection of 15 for the year

ESTIMATED REVENUE: N3.75M

//03. Google Advert

Our website has now been approved for Google Adsense and we plan to have the same for YouTube.

We project monthly returns of \$500-\$1000 monthly revenue by the end of the year.

ESTIMATED REVENUE: N3.75M

//04. Native Adverts, Paid Promotions And Product Placement.

One major thing that accomplished any media platform with a large following is product placement and paid promotions, starting with as low as 250,000 for the whole of the first quarter of the year, We projected we can grow to annual revenue to 3.5m Naira by the end of 201

Breakdown -
50k monthly revenue for the first quarter (50,000 x 4 = 250,000)
200k monthly revenue for the second quarter (200,000 x 4 = 800,000)
500k monthly by the 3rd quarter (500,000 x 4 = 2,000,000)

ESTIMATED REVENUE: N3.5M

//05. Merchandise Sales

We know the growth in our platforms and influence will positively influence the sales of our merchandises. If we sell just 3000 (at the present 2,000 Naira average profit per merch) has of our merchs by the end of the year, we would have made a profit of 6million Naira.

ESTIMATED REVENUE: N6.0M

//06. Events

Lifegiva will be hosting her own native conference by the last quarter of the year. It will be a celebration of Faith and culture between Christians.

This event will attract huge sponsorship and as well as vendors. We believe this would give a positive yield to our revenue.

ESTIMATED REVENUE:

//07. Donations

We found out that big media platforms like BuzzFeed still receives huge donations from their users who simply give monthly or randomly as a token of appreciation for the true stories on their platforms.

We have observed that there are people who have such heart and would be willing to give freely to this platform.

ESTIMATED COSTS:

OUR NEEDS

WHAT DO WE NEED TO ACHIEVE ALL THESE?

//01. EQUIPPED STUDIO

A fully equipped studio - with an estimated cost of 3.5million

//02. A TEAM

- Content Creators
 - * Writers
 - * Vloggers
- Business Developers/Financial Analysts
- Sales/Marketing Representative
- Publicist/Social Media Manager
- Project Manager
- Video Editors
- Web Developer

//03. PUBLICITY BUDGET

A monthly publicitty budget of at least N60,000

It's so funny how social media was just this fun thing, and now it's this monster that consumes so many millennial lives.

- Cazzie David

- Anthon St. Maarten -

“Constantly exposing yourself to popular culture and the mass media will ultimately shape your reality tunnel in ways that are not necessarily conducive to achieving your Soul Purpose and Life Calling. Modern society has generally ‘lost the plot’. Slavishly following its false gods and idols makes no sense in a spiritually aware life.”

- Anthon St. Maarten

WHAT READERS HAVE TO SAY ABOUT US



- Leye Adetona -

" I like that the Lifegiva blog is real and simple. Many times we approach life issues from a superstitious or supernatural. Sometimes all we need is good common sense that God has given us but we just like to complicate matters. "

- Kehinde Oyewo -

" One thing I like about Lifegiva is the realness. Its either it's something that has happened, that is happening or that will happen. It's either you have been through it or you are going through it or might prevent you from going through it. Lifegiva to me is my guardian, just like the Bible. "

- David Rotimi -

" I love the fact that very awkward topics are not ignored and they are treated as simply as can be understood by anyone. "

- Cecilia Ugah. -

" The blog is a total package; life issues, entertainment and also very educative.



Where do you come in?



1. We need your financial support.

We need a launch pad for all these plans, Our launch + running capital for this year is in the toll of N5,000,000

- Make a generous donation
- Make a monthly donation

Visit - <https://lifegiva.com/donate/>

2. We need industry-connection and mentorship.

The work will be easier with expert advice, mentorship and important referral.

Do you know anyone who is a voice and an expert as relating to media in Nigeria or beyond? We would appreciate if you can help us meet him/her.

3. We need individuals willing to volunteer their skills for this first stage.

4. Refer us to someone who will be willing and able to sponsor this kind of course.

WHAT IS IN IT FOR YOU?

- You will be named publicly as one of our sponsors
- You will get a percentage discount off all our services and merchandises
- You'll receive free gift boxes of our merchandise
- You will received our Quarterly Financial Report
- Every life given and every life impacted and changed would be reckoned in heaven to your account

If you would love to invest (for a stake) in the company, kindly message Tolu for further details using the contact details below.

INTERESTED? LET'S TALK!

Phone &

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**THANK
YOU.**