
VEGETARIAN VISION

2018 Ideas and Initiatives

VEGETARIAN VISION - TODAY

- Food Festival
 - Seminars and Panel Discussions
 - Thanksgiving Events
 - Beauty Pageant
 - Localized to the Tri-state area
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EXPANSION PLAN

- Vegetarian Vision is a highly respected organization in the tristate area, with a long running record of events and gatherings centered around health, wellness, and social causes.
 - There is potential for VV to reach a wider audience, and make a greater impact with their work.
 - Broadening the audience will help the organization grow into a globally recognized player in the health/wellness/vegetarian/vegan space.
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MEDIA AND COMMUNICATIONS

- Bring on a Media and Communications Director to build awareness of Vegetarian Vision's mission through the following:
 1. Design a social media campaign, where VV's mission is spread throughout the world via Instagram, Twitter, Facebook, Snapchat, and Youtube
 2. Develop short-form videos which aim to educate people on vegetarian and vegan principles. These have potential to go viral, and will be branded under the Vegetarian Vision organization name. *See TV.
 3. Stay connected to legislature concerning diets and animal rights, and play an active role on behalf of VV to promote positive change
 4. Maintain an active blog where articles are posted regularly, promoting user engagement. This will help grow VV's online following.
 5. Produce a Podcast centered around leading a compassionate lifestyle. This can be used to educate listeners on the benefits of going vegetarian, while raising the credibility of the organization.



TELEVISION SHOW

- Executive produce a TV show focused on vegetarian/vegan cooking. This will:
 1. *Enhance VV's mission to spread health and wellness*
 2. *Broadcast VV's name to 4.1 million viewers throughout North America (TV Asia)*
 3. *Enable the show to be launched on youtube and marketed to the world after airing on TV*
 4. *Maintain VV's relevance as a key player in the progressive vegan/vegetarian space; the show will attract press*

- Food shows are always in demand; a cooking show like this should attract sponsors who can finance the production. Potential sponsors:
 5. *Health and wellness companies*
 6. *Vegetarian food brands*
 7. *Medical schools*



CHAI KE SAATH

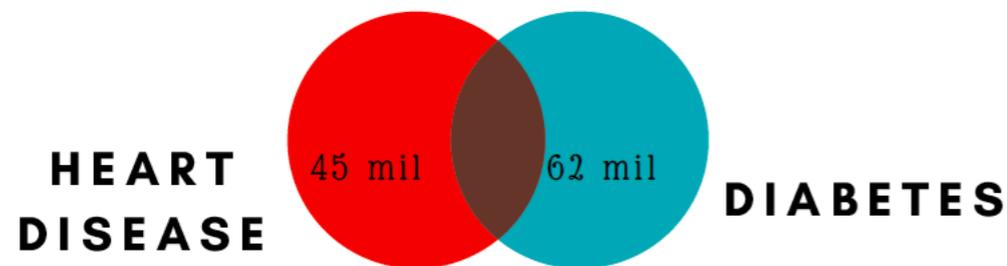


WHAT?
Keeping the **TRADITION**,
while transforming the
PROCESS.

Chai ke Saath is an innovative cooking show celebrating healthy versions of traditional tea-time snacks.

WHY?
Snacks typically
consumed with chai are
high in **FAT, SUGAR, and**
CHOLESTEROL.

With heart disease and diabetes being rampant amongst Indians, something needs to change.



HOW?

Each episode will run **23 minutes** and consist of the following three segments:

SEG 1

Monica delivers a short story about tea time as it pertains to different regions of India, as well as a summary of what to expect in the current episode.



SEG 2

Monica prepares both a sweet and savory snack using non-traditional methods to ensure they are delicious and healthy!



SEG 3

Monica finishes off by preparing chai and setting up a tray with the snacks. She then proceeds to enjoy her chai time experience on camera.



WHERE?



TV Asia



Dish, cable, iptv,
digital, telco, etc.



4.1 mil viewers

CHILDREN'S BOOKS

- Leave a legacy for children based on treating animals with kindness and compassion
 - One time cost of production using a skilled illustrator and storyteller
 - Sell at vegetarian festivals, online, and book stores
 - Broadens the scope of Vegetarian Vision members to our youth
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TALES OF TAILS

WHAT?

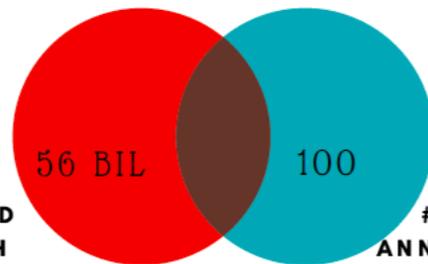
Collection of children's **BOOKS** expressing the importance of living in harmony with **ANIMALS**

Tales of Tails educates children about leading a vegetarian lifestyle and being kind to animals in every way.

WHY?

Animals deserve to LIVE.

Through educating children on co-existing with animals we influence the next generation to lead a compassionate life. It is a means to awaken consciousness in our youth and for Vegetarian Vision to leave a legacy.



OF ANIMALS KILLED ANNUALLY THROUGH FACTORY FARMING

OF ANIMALS SAVED ANNUALLY, PER PERSON, BY BEING VEGETARIAN

HOW?

Series of **TWELVE** books based on various **ANIMALS**. For example:

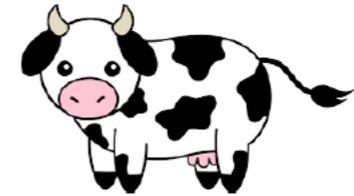
CHICKENS

This story will focus on the playful demeanor of chickens and how they form their own families.



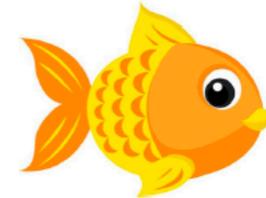
COWS

This story will focus on the gentle nature of cows and how they are the embodiment of peace.



FISH

This story will focus on the collective nature of fish and how they form schools and maintain the health of our waters.



WHERE?



amazon

