



# KATALIZÁTOR

BALANCE EACH OTHER'S NEEDS

K R I S T Á L Y F E K E T E

# Task

Our Task is to find the best period in the life of a businesses to connect to their passion in a way that really helps them.

# Challenge

Nowadays where consumers can get information whenever and wherever they want, we have to find the best ways to reach our target group and build awereness around our brand.  
**What can we do to make our target group's life better?**

**Catch them even before the start of their business!**

## PASSION



It can be a hobby or anything that gets people into flow.

## DECISION



**Give them a hand to start a business.**

## CHALLENGES



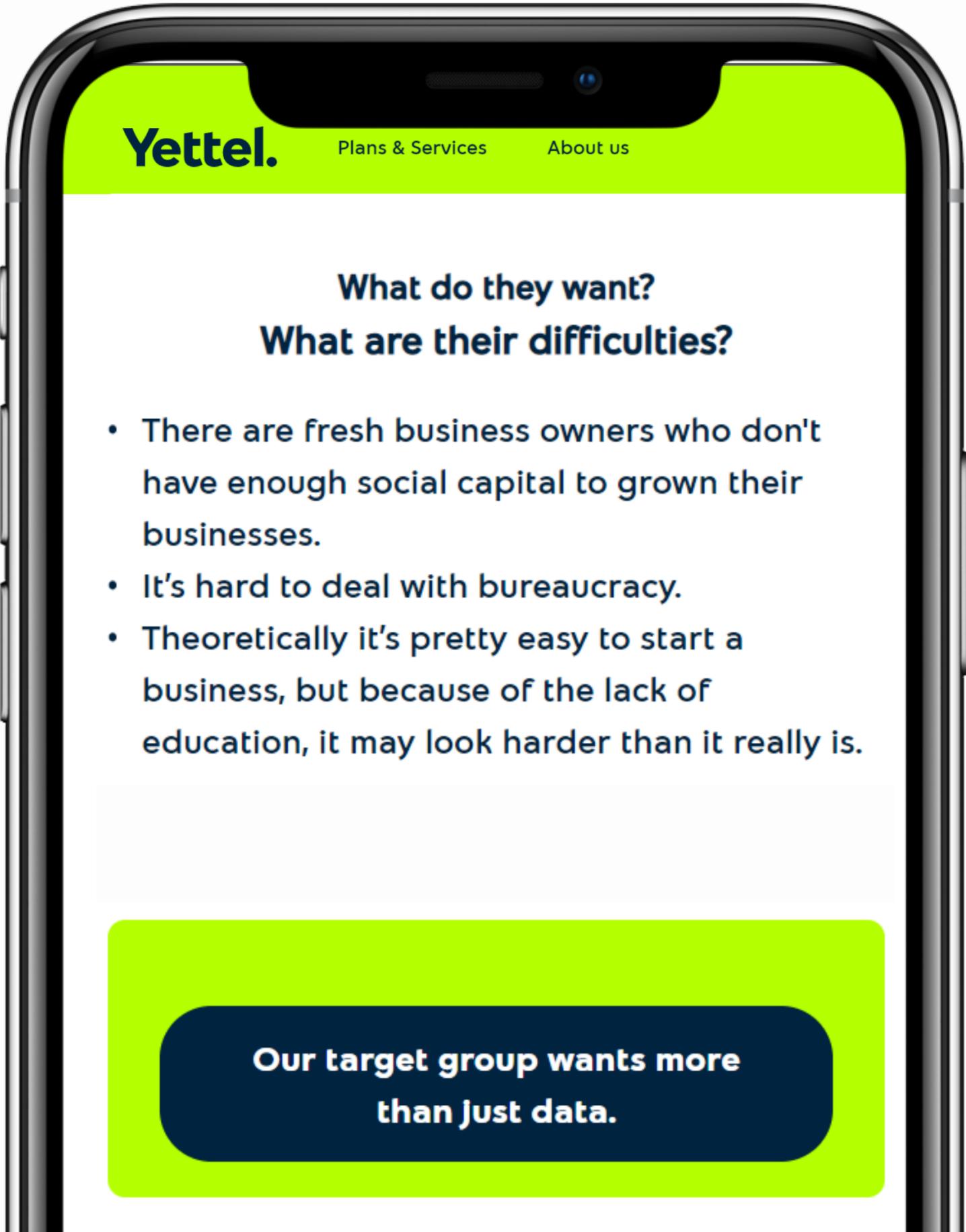
What are the hardships in the process?

## BUSINESS



The most difficult part is yet to come.

# Our insight



**Yettel.**

Plans & Services

About us

## What do they want? What are their difficulties?

- There are fresh business owners who don't have enough social capital to grown their businesses.
- It's hard to deal with bureaucracy.
- Theoretically it's pretty easy to start a business, but because of the lack of education, it may look harder than it really is.

**Our target group wants more than just data.**

Meet Erika!



## Erika

- 22 years old
- Lives in Budapest
- Studying graphic design
- Would start a business, but doesn't know how

## Target group

### 20-35 years olds

In our opinion, young entrepreneurs are an uncovered segment with big potential. Although most of the business straters are in the age of 35-40[click for source](#)

### (Even wannabe) business owners

People who not just need endless internet access, but eager to learn and expand their business.



## Erik

- 30 years old
- Lives in Győr
- Has a 6 months old business
- Works a lot
- Lacking of professional social capital

Here's Eriki!

# IDEA - **KATALIZÁTOR**

**GIVE THEM SOMETHING MORE THAN JUST DATA**



Yettel's **KATALIZÁTOR** can expand the social capital of business owners. A matchmaker app, like a mix of Tinder and LinkedIn.



Business owners who need specific services from a certain field can binge between people who offer their work and vice versa.



They can choose the field, filter (work experience, references etc) people and get in touch with partners they find the best.



This way, Erika's available capacities and Erik's need for a new logo for his business can finally **get into balance.**



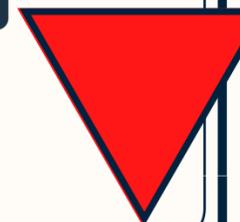
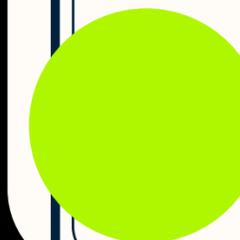
**Erika**

Status: Offering  
Field: Graphic design  
Experience: 2-3 years  
Availability:

I'm Erika, check out my references. I mostly have free time during weekends.

**REFERENCES**

**ADD TO LIST**



The app has an educational feature as well. It will help our target group with anything from starting a business to acquiring clients.

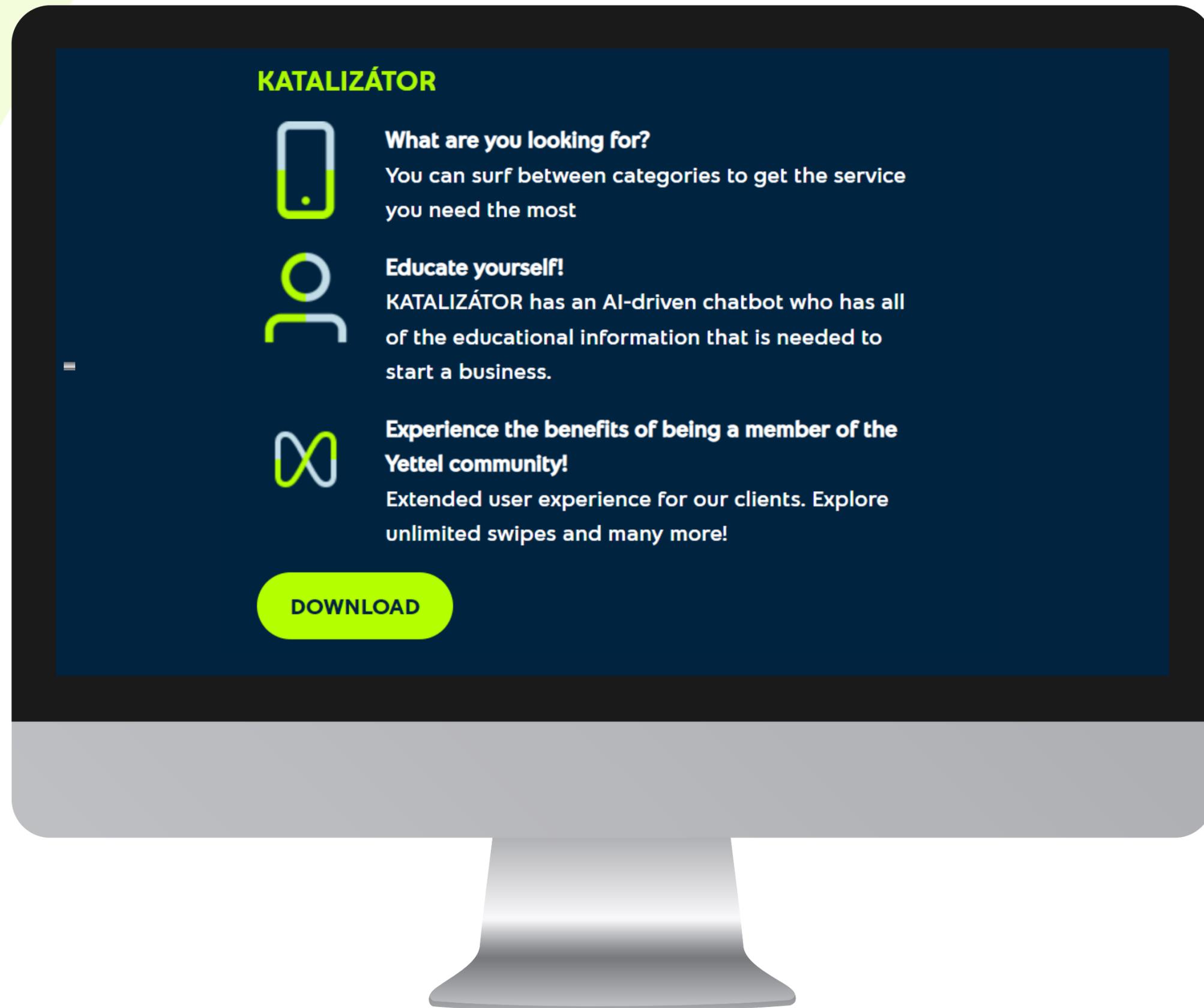
By tagging the articles, we can produce an AI-powered content recommendation system, The chatbot, Kata can answer the most frequent questions.

Furthermore, it's useful for data monitoring and client list building.

Users can register no matter which telco brand they are committed to.

**It can generate leads like never before.**

Specific and owned data will be essential after the cookie-apocalypse.



# INFLUENCER CAMPAIGN

Influencers are mostly small business owners themselves. They often get the question from followers: how to run a small business of their own?

They are a trustful source of information, so their tips and stories can be a perfect way to educate our target group and give our purpose the scent of credibility.

They can tell their stories about how difficult was to start a business and promote the Yettel KATALIZÁTOR App and the chatbot, Kata as a smart solution for all business owners and starters.

# A STORY OF TWO, ONE SOLUTION

TV, FACEBOOK AND YOUTUBE CAMPAIGN

**We would like to tell a story from two different aspects.**

- **Erika is a university student in Budapest who has a side job as a graphic designer. She is very talented, but she doesn't know where to start when it's about finding customers.**
- **In the other hand, Erik has a bakery in Győr and he is thinking about a redesign for his company.**
- **The two spots have the same solution where the Yettel KATALIZÁTOR App makes them get in touch, so they can collaborate.**
- **On YouTube and Facebook we can target our ads specifically (sex, interests etc).**

# OOH CAMPAIGN



**During this campaign, we can give our application and chatbot, Kata a human face.**

**We will send brand promoters and hostesses (under the name of Kata) in selected (economic, technical, artistic) universities of Hungary and to other events where entrepreneurs gather around.**

