

# Welcome

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**RADIO**  **HUB**<sup>®</sup>

...cos you cant close your ears

**Slow adoption of the internet** leaves radio stations disconnected from today's fast-paced customers.

**Radio Advertisement Process** is an important concern for customers booking online.

**No easy way exist** to study radio audience listenership.

**A web/app platform** where users (radio advertisers) can:

SEE RADIO  
DIFFERENTLY

SAVE MONEY  
& TIME

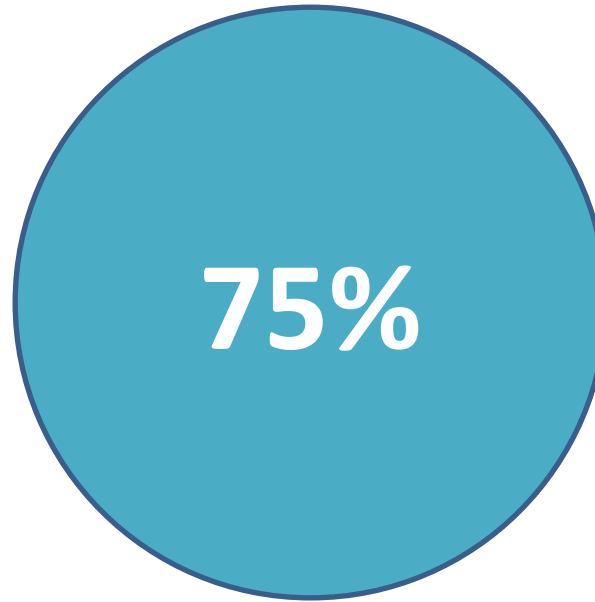
when using the radio as  
an advertisement  
medium

HAVE A  
CURRENCY

to engage different types  
of radio audience to suit  
their brand marketing  
objective



**ALL HOUSEHOLDS OWN A RADIO**  
Total Available Market



**OF ADVERTS IS PURCHASED AT THE LOCAL LEVEL**  
Service Available Market



**ADVERTS ARE PLAYED ON RADIO DAILY**  
Market Opportunity

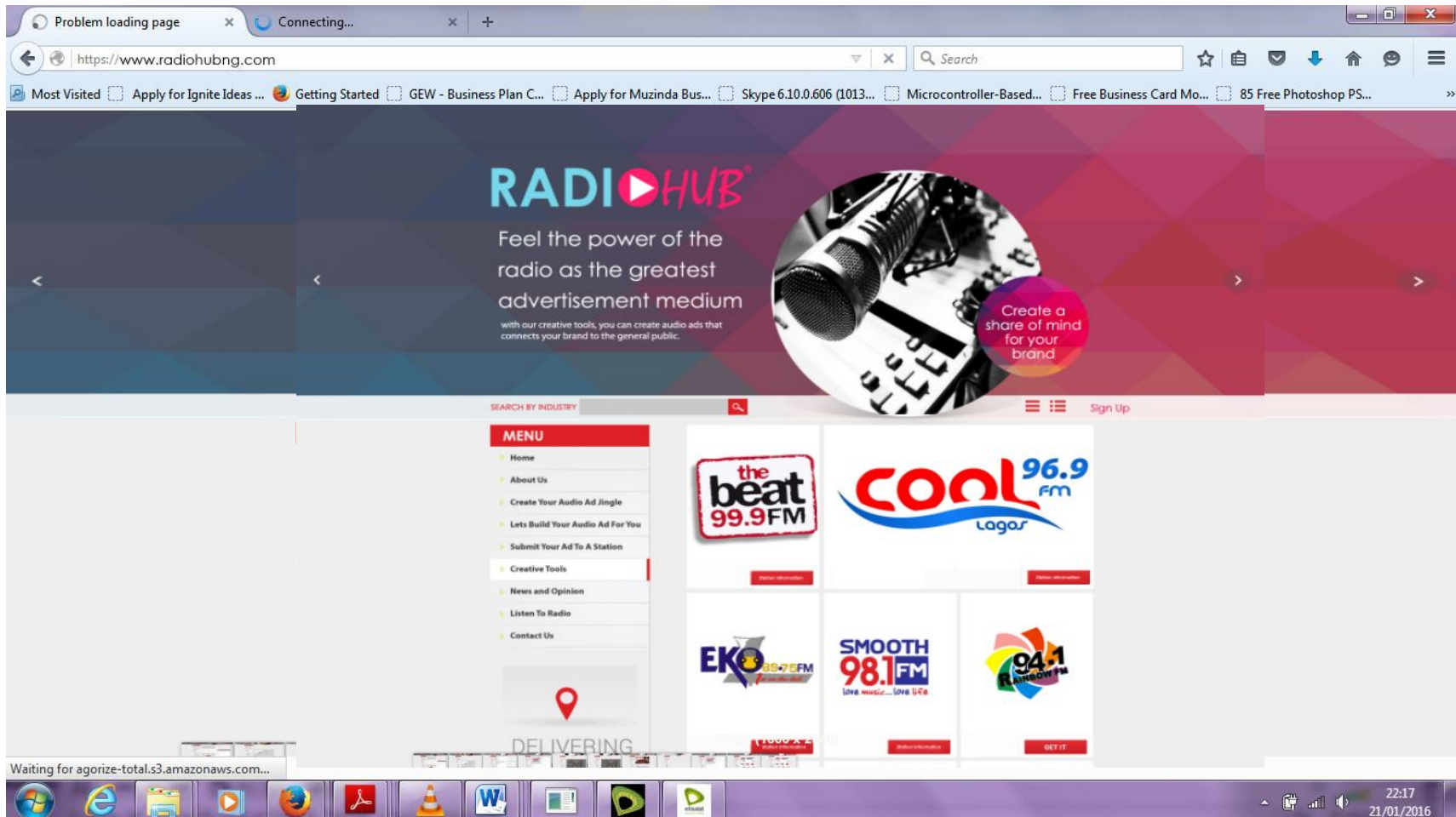
# Product: Website (www.radiohubng.com)

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YOU HAVE AN AD? → SEARCH STATIONS → REVIEW PROFILES → BOOK AD SPOT → SUBMIT AD → MONITOR AD



WE MAKE ADS! →

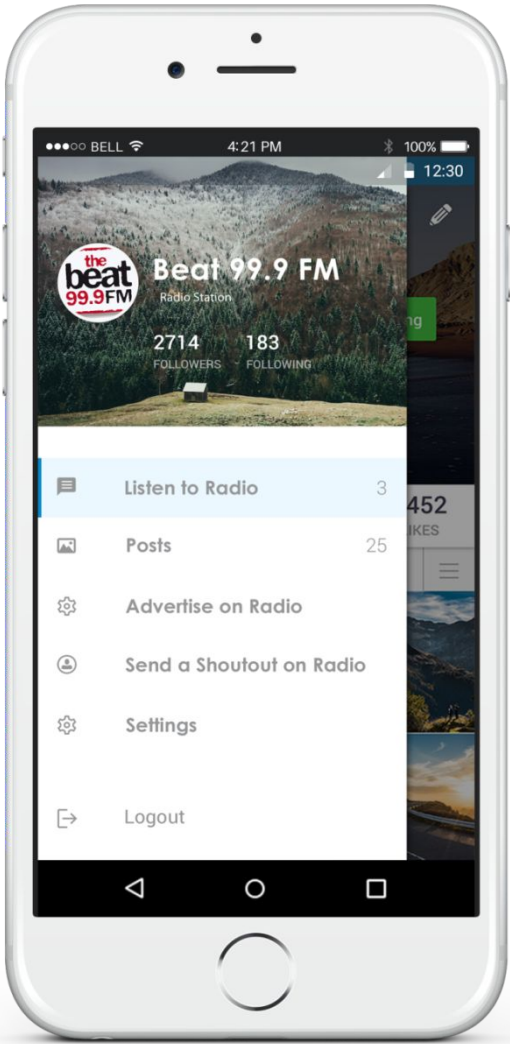


# Product: Mobile App

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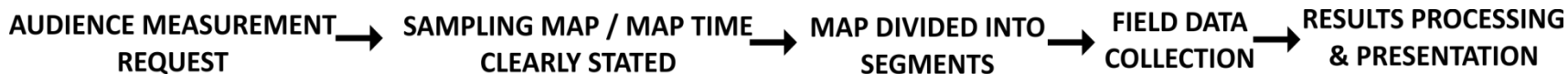
STATIONS SIGNUP → CREATE PROGRAMS ARTWORK → POST ON FEEDS

USERS/AUDIENCE → CREATE PROFILE → FOLLOW STATIONS → COMMENT ON POST / CALL INTO A PROGRAM

A promotional banner for the RadiotHub app. The background is a dark, scenic view of a town at night. The RadiotHub logo is prominently displayed in a light blue, cursive font. Below the logo, there is a paragraph of text: 'Are you an OAP and wants to connect more with listeners of your programe?? Are you a radio lover?? DO you wish to use the power of the radio to market your brand?? Is it his/her birthday, is it your wedding anniversary, do you want to make a shout-out to him/her and make that day really special? ALL this by just downloading the RadioHub's app. A whole new possibilities with the Nigerian Radio. **Discover Now!**'. At the bottom, there are two buttons: 'Download on the App Store' and 'Get it on Google play'. On the right side of the banner, two smartphones are shown, one displaying the app's login screen with fields for 'login' and 'password', and a 'Sign in' button.

# Product: Listener Diary

(for now, this service would only be available upon request)



PLACE STATION LABELS IN THESE SPACES														OTHER STATION / NAME UNKNOWN	AT HOME	IN CAR/VAN/LORRY	AT WORK / ELSEWHERE	AM / FM RADIO	DAB DIGITAL RADIO	DIGITAL TV	ONLINE / APPS

Lift flap on cover		1	2	3	4	5	6	7	8	9	10	11	12	13				
MONDAY MORNING	01 4.00 - 4.30am																	
	02 4.30 - 5.00am																	
	03 5.00 - 5.30am																	
	04 5.30 - 6.00am																	
	05 6.00 - 6.15am																	
	06 6.15 - 6.30am																	
	07 6.30 - 6.45am																	
	08 6.45 - 7.00am																	
	09 7.00 - 7.15am																	
	10 7.15 - 7.30am																	
	11 7.30 - 7.45am																	

**Membership fees** ( freemium and premium).

**Jingle making service**

**5% Commission fees**

**Shout-outs**

Field Audience Measurement

Advert on app's social feed



## EVENTS

## PARTNERSHIPS

## ADVERTISING

Trade Fairs

NCC

Radio Ads

Ent. Competitions

**Radio Stations**

Digital Marketing

Conferences

LCCI

Print

Advertising Ag.

Research Firms

Accelerator/Hubs

# Competition

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AFFORDABLE

RADIO STATION WEBSITES

RADIOHUB®



RADIO STATION WEBSITES

OFFLINE TRANSACTION



ONLINE TRANSACTION



MARKET RESEARCH FIRMS

MARKET RESEARCH FIRMS

ADVERTISING AGENCIES



EXPENSIVE

RADIOHUB®

## 1<sup>st</sup> TO MARKET

For online transaction based radio-ad services

## EASE OF USE

Search by price, station demographics, reach.

## PLAN YOUR AD

Creative tools to make your ad a success

## INDUSTRY DATA

Browse through profiles of radio listeners and know their listening habits.



**SOTOMIWA Abdulquadri**, Technical Development & User Interface Engineer and Identity Developer. Graduate of EEE/ Sound Engineering, UI/UX Developer.



**ADISA Taofeek**, Business Development & Brand Certified Project Manager, Certified Enterprise Resource Manager (SAP).



**Oludami Yomi-Alliyu**, Lead Marketer and Legal Barrister of Law; Certified Digital Marketer. He is a fellow of American Writers and Artists Incorporation.

We are looking for 18 months financing to reach 1,000 transactions spread across all RadioHub's revenue channels.



**INVESTMENT**



**\$5,000 seedgrant**



**TRANSACTIONS**



**#4M**

**REVENUE**

# Operations Plan

- 1** Create a demonstration website/app  
Refine product and services mix
- 2** Secure seed funding  
Create proposals for strategic alliances
- 3** Alpha test on focus users  
Secure strategic alliances with -  
radio stations in Lagos
- 4** Go live on website and mobile app  
Launch marketing plan in Lagos
- 5** Beta test in Lagos market with all radio station  
Further refine web/mobile app, add more features

