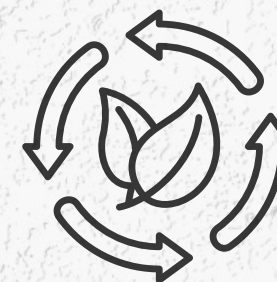




**Bluecat
Paper**

Save trees, Save water, and Reduce waste.



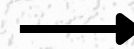
www.bluecatpaper.com

AGENDA



PHASE 1:- BRAND INTRODUCTION

- About Us
- Founders
- Products
- Vision & Mission
- Current USP



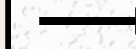
PHASE 2:- RESEARCH & ANALYSIS

- Market Research:
TAM, SAM, SOM
- Competitor Analysis:
- Brand Audit:
- Brand Challenges &
Opportunities:



PHASE 3:- THE TARGET

- Target Audience
- Buyer Persona:
- Consumer Pain
Points:



PHASE 4:- STRATEGIC APPROACH

- Brand Personality:
Values, Tone of Voice.
- Positioning & Unique
Value Proposition
(UVP)
- Objectives/KPIs:

PHASE 5:- CONTENT EXECUTION

- Content Buckets (Pillars)
- **Hub, Hero, Hygiene Campaign Strategy**
- Content Calendar



Phase 1:
Brand Introduction



www.bluecatpaper.com

ABOUT US



What they do: Manufacture 100% tree-free, handmade paper.

Materials: Upcycle waste like cotton rags, coffee husks, and banana stems.

Eco-Impact: Their process saves trees, recycles factory water, and is chemical-free.

Products: Sustainable stationery, packaging, and seed paper (plantable paper).

Reach: Exports to over 30 countries.



MEET THE FOUNDER



The founder of Bluecat Paper, inspired by her experience running Amanvana resort in Coorg, sought to innovate by creating paper from textiles and agricultural waste.

Bluecat Paper LLP was founded with the mission to offer eco-friendly, sustainable paper solutions that promote environmental health.



PRODUCTS



B2B & Custom Services

- Corporate Gifting
- Custom Printing



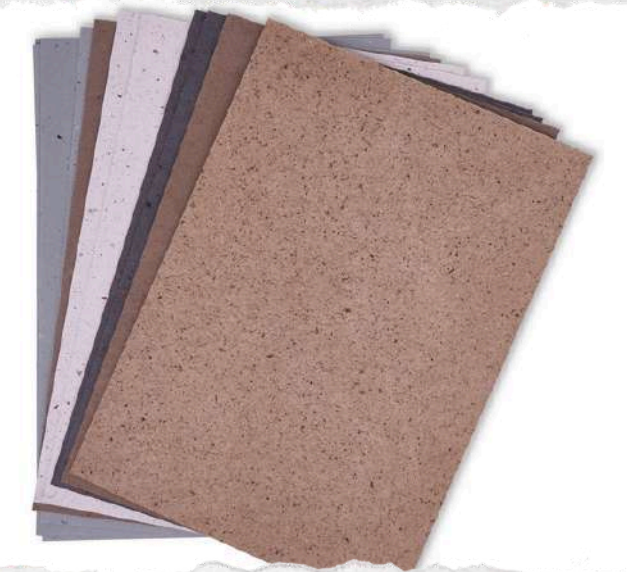
Books & Stationary

- Notebooks & Journals
- Calendars
- Office Supplies
- Art Supplies



Home Decor

- Paper Mache
- Coasters
- Lighting
- Accessories



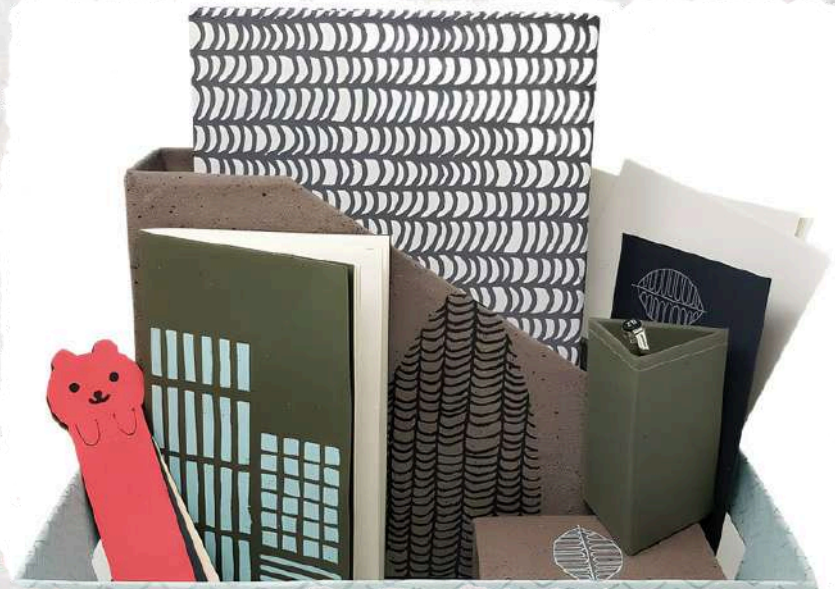
Tree-Free Raw Papers (Sheets)

- Unique Materials:
- Elephant Poo Paper
- Seed Paper

PRODUCTS



Coffee
Bottle tags



Gift Hampers
Handmade paper



Hand made
Linen Stitch
Paper Sacks



Stationery Sets

BRAND MISSION

Bluecat Paper LLP was founded with the mission to offer eco-friendly, sustainable paper solutions that promote environmental health.

BRAND VISION

The founder of Bluecat Paper, inspired by her experience running Amanvana resort in Coorg, sought to innovate by creating paper from textiles and agricultural waste.

USER-SELLING PROPOSITION (USP)



100% Tree-Free



Phase 3:
TARGET
(The WHO)



www.bluecatpaper.com



BRAND MISSION

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Products

Fast&Up offers effervescent nutrition products designed for

- **Athletes,**
- **Fitness Lovers, &**
- **Everyday Active Individuals.**

Energy Gel



Creatine



Isolate Whey Protein



BCCA



Effervescent Tablets



BRAND POSITIONING



What they do: Manufacture 100% tree-free, handmade paper.

Materials: Upcycle waste like cotton rags, coffee husks, and banana stems.

Eco-Impact: Their process saves trees, recycles factory water, and is chemical-free.

Products: Sustainable stationery, packaging, and seed paper (plantable paper).

Reach: Exports to over 30 countries.



CREATIVE PORTFOLIO

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Presentation

@reallygreatsite



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About Us

EDUCATION

Borcelle University (2019)

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Ingoude University (2022)

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GIGGLING PLATYPUS

FIRST PROJECT

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THYNK UNLIMITED

SECOND PROJECT

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BEST PROJECT

Arowwai Industries

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Contact Me



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