

Aeona – prospectus

Who is Aeona

Aeona was started by Alexander Eisman and Benjamin Eisman in 2011 with one main goal, to support entrepreneurs on their journey to success, to our knowledge we were the second coworking space to open in Sydney.

With our optimistic view of business, we took on a 250sqm property @ 119 Kippax street Surry hills and started renovating. Day and night we put our blood sweat and tears into painting walls, laying floors, running wires, assembling furniture and erecting walls, meanwhile we put together our branding and digital presence.

Two months later we opened our doors! With limited marketing knowledge our desks remained empty. It was the realization of the power of community that got us to where we are today.

Aeona started creating events targeted at helping everyday people build businesses and take control of their lives, since then we have quadrupled in size, we are now situated on 1 Buckingham street in Surry hills with over 150 members and reaching over 30000 business owners and entrepreneurs Australia wide.

Aeona holds weekly events assisting and supporting entrepreneurs in their pursuit of running successful business all the while our niche and unbreakable community continues to thrive.

Aeona is growing rapidly as it continues to move towards its plans of dominating the coworking sector, first in Australia and then worldwide.

Partnering with Aeona

Aeona is looking for partners in industries that maintain our ultimate goal of supporting everyday people in achieving their business aspirations.

Being in the startup space and helping people in the process of creating businesses, we have always had entrepreneurs and startups approach us for paid services.

We are looking for the following industries to partner with , who will benefit by leveraging our community and network to drive leads, build brand awareness and position themselves as thought leaders in their industries:

- App development
- Graphics design
- Web development
- Law firms
- Accountants
- Marketing agencies
- PR agencies
- Digital Marketing Agencies
- Government grant agencies
- Pitching coaches
- Sales Coaches
- SEO

Our carefully thought out, strategic approach to connecting you with our community & network, will provide a platform to engage, educate and ultimately convert our audience into your clients.

We plan to put on a series of videos and/or events explaining how business owners, entrepreneurs and startups can operate and optimise their businesses for success. With expertise and knowledge provided by our partners, we will provide much needed resources and support to entrepreneurs and startups who, based on our experiences, will find the processes out of their domain experience and will ultimately employ the services of a professional – In this instance – Our partners – You.

The truth is once a startup company realizes the intricacies of any one profession, they generally realise the advantages in both cost and time of having an industry expert perform the tasks for them.

Leveraging our network, we have designed a partnership arrangement with the goal of generating you leads while positioning you and your company as thought leaders in your industry.

The Partnership Agreement

The basis of our partnership revolves around generating and providing content for entrepreneurs and startups to help guide them through specific business process and activities.

Aeona will sit down with qualified partners to plan and organize a series of videos, articles, graphics and social posts that is in line with our partner's expertise and targeted towards their ideal customers.

Our base partnership package will include:

- 15 - 20-expert video - planning, videography and production
- Logo animation for introduction
- Slicing of video in to 3 snippet videos (5-7 minutes each) – Editing and Production for Snippets
- Design of 9 graphics to be used across social media and promotion
- Conversion of Videos in to 4 Articles to be hosted on Aeona and Partner's website
- Identification of pertinent quotes from articles and videos to be used across social media
- Scheduling across social media platforms (Aeona and/or Partners Social)
- Campaign management of content promotion
- Landing page design and development to harness leads
- Inclusion of content in EDM
- Promotion across Aeona and its associated networks reaching over 30k business owners and entrepreneurs

Event Add-on (3k p/month)

For partners looking to take engagement to the next level, Aeona can provide a full service event to bring the target audience in house allowing the opportunity to build Partners profile further and make a more impactful and lasting connection with the desired target audience. The event add-on includes:

- Event series planning (minimum 4 over 4 months)
- 3 Additional videos promoting the upcoming event
 - Scheduling across social media
- Event co-ordination
- Room Hire @ Aeona
- Catering
- Setup & Pack Down
- Drinks (Beer/Wine/Whisky)
- Social media management through event
- Video of the Actual event
 - Editing, multi angle and professional audio
- Conversion of event video in to 3 Snippet videos

- Conversion of Snippet videos in to articles
- Graphic generation from each video
- Identification of pertinent quotes for use across social media
- Scheduling of content and media across Social Media (Aeona's and/or Partners)
- Inclusion of content in EDM
- Promotion across Aeona and its associated networks reaching over 30k business owner and entrepreneurs

Round up

We believe that if you are serious about getting exposed as an industry expert amongst the Australian start up community and you want more customers this is the way to do it, it's a no bullshit approach to entrepreneurship and we have been doing it the longest.

Over the 6 years that we have been working with startups and entrepreneurs, we have become experts in the pitfalls of running a business. Trying to do everything is NOT a viable approach and all though many entrepreneurs attempt at first, each and every one realizes this very quickly, leading them to turn to the most accessible industry expert that they have in their network.

Partnering with Aeona makes you that industry expert. We will be partnering with one of each of the professions listed above. On the following pages you will find detailed information regarding the contents and prices of each package. Don't miss out on the opportunity and we look forward to hearing from you soon.

	Base Package	Premium Base + Event
	20 Minute Expert Video	20 Minute Expert Video
	3 Snippet Videos	3 Snippet Videos
	9 Graphics	9 Graphics
	4 Articles	4 Articles
	Identification of 30 Quotes	Identification of 30 Quotes
	Social Media Scheduling	Social Media Scheduling
	Paid campaign management	Paid campaign management
	Landing Page Design and Development	Landing Page Design and Development
	EDM to 2000+ local businesses	EDM to 2000+ local businesses
	Promotion across network of 30k+	Promotion across network of 30k+
		Event Series Planning
		3 Promo Videos for Event
		Event Coordination
		Event Promotion
		Room hire
		Catering
		Drinks
		Setup and Pack Down
		Social Media Management
		Event Video + Production
		3 Event Video Snippets
		3 Articles
		9 Graphics
		30 Quotes
		Social Media Scheduling
		Addition EDM Mention
		Further Promotion to 30K+ Network
Price	\$4000.00 p/month	\$7000.00 p/month

