



**A BEER FOR THE PEOPLE,
BY THE PEOPLE**

FRAMING THIS DOCUMENT

- OurBrew are looking for a brewery partner to brew a beer for the people, by the people.
- This document provides an overview of the idea and the opportunity for brewers.

WHAT IS OURBREW?

- OurBrew is potentially the biggest innovation to hit the beer market in years
- It's "open(ing up) a world of possibilities for FMCG companies around the world"*
- It's the first beer whose provenance is online - where our Gen Y target lives
- It's the worlds first 'crowd-produced' beer (a user generated NPD)

* Kevin Roberts - KR Connect Blog

CROWD BASED BUSINESS

- OurBrew was inspired by the huge success of international crowd-funding and crowd-sourcing projects.



How does SellaBand **work?** [Read More](#)

Click the button to find out how SellaBand works for [Artists](#) and [Believers](#)

Artist - How it works	Believer - How it works
01 Find Believers All you need is 5,000 people who believe in you.	01 Find Artist(s) Search for the best new Artists here on SellaBand.
02 Record CD We'll take you to the best producers and studios in town.	02 Participate Just \$10 (plus transaction costs) buys you a piece of the action of your favorite artist.
03 Make money We give away your music for free. By doing so, you make money.	03 Make money We give away the music for free. By doing so, you make money.

[Read more](#) [Read more](#)

OUR CROWD

- Membership to OurBrew is free.
- Membership benefits include:
 - Voting rights for the development of the brand
 - Exclusive invites to tasting sessions and brand launch parties.
 - A chance to be really involved in NPD.
 - Engagement with a brewer who really want to listen to them
 - A forum to talk about OurBrew, beer, themselves, entertainment... whatever.

HOW IT WORKS

Step 1: Get our crowd

- We signed up over 500 people to join the OurBrew crowd within the first 2 weeks and will continue to seek new members until launch day.

Step 2: Get a brewer

- Now that we have a crowd on board, we need a brewer to produce the beer.

HOW IT WORKS (CONT)

Step 3: Start brewing

- The crowd will be involved in every step along the way, weekly voting and input on any decisions that need to be made. It's their voice that counts.

Step 4: Launch

- When the dust settles and the votes have been counted, it's time to launch the new OurBrew beer. With the help of the brewery partner, our very own beer will be produced and sold all over New Zealand.

OUR PR

Despite an initial marketing budget of \$0, OurBrew has captured the public's attention. We've already been featured in the following channels:

springwise.co.nz, trendwatching.com,
contagious.com, Herald on Sunday (print),
Radio Live & Kiwi FM breakfast shows, Realbeer,
Aussiehomebrewer, SOBA, nzfooddaily.
Endorsed by Kevin Roberts (KR Connect Blog)

BREWERY BENEFITS

- Ownership of an innovative new brand with the guarantee of instant consumer engagement
- A database of enthusiastic brand advocates
- A direct competitor advantage
- Get in touch with a lost generation of beer drinkers through weekly emails & forums
- International PR interest
- A flexible brand you can market as you see fit

OUR COMMITMENT

- Introduce a database of 2500 consumers to the brewer
- Manage the day to day running of OurBrew (website, maintain dialogue with members through various digital channels, PR, marketing)
- Full handover of the database and management thereof on launch date
- We will take advice in leading the crowd in appropriate directions
- Full disclosure & inclusion of OurBrew activities

BREWERIES COMMITMENT

- Minimum of 3 beer options, pre-votes to take place to guide beer type
- Tasting parties (ideally held at participating bars in Auckland, Wellington & Christchurch) & launch party
- Payment for agency services: crafting of packaging, labels & branding

WHAT WE WANT

We'll do lots of hard to work to get the crowd to your brewery, we're not doing it just for love though.

Option one: A one off sale of IP and database

Option two: An ongoing royalty

Option three: A combination of option one & two



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