

BARANDIKO



MARKETING PLAN

2025

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INTRODUCTION

At Barandiko, we are pioneering advanced surveillance technology designed to enhance national security. As a Wyoming-based C-Corp, we develop cutting-edge surveillance systems tailored for government applications. Our flagship product, the Barandiko Surveillance System, leverages C-SWAP transducers, AI-driven analytics, and military-grade DSP processing to deliver superior border security solutions. The system integrates AI-powered threat detection, ultra-sensitive microphones, and long-range directional audio projection. With a detection range of up to 60 miles and AI-driven pattern recognition, our system ensures unmatched accuracy in identifying and responding to threats. Designed for long-range threat detection, intelligent monitoring, and autonomous drone deployment, our solution provides enhanced surveillance coverage.

BUYER'S PERSONA

- *James, 45:* A government procurement officer responsible for security technology investments.
- *Sarah, 38:* A border security analyst seeking reliable surveillance solutions.
- *Michael, 50:* A defense contractor specializing in security infrastructure.
- *David, 42:* A policy advisor for homeland security looking for cost-effective technology solutions.

OBJECTIVE

Our goal is to establish Barandiko as the preferred surveillance solution for government agencies. By focusing on government contracts and security partnerships, we aim to provide a game-changing solution for border security. Our approach combines innovative technology with strategic market engagement to position Barandiko as the leader in autonomous surveillance solutions. By securing key contracts, demonstrating technological superiority, and expanding strategic partnerships, we will position our system as the gold standard in border security. Through targeted marketing, trade show

engagement, and direct government outreach, we will build strong industry recognition and long-term adoption.

MARKETING MIX

- *Product/Service:* Barandiko's advanced surveillance system features AI-driven threat detection, military-grade DSP, and autonomous drone deployment equipped with high-definition video cameras for continuous monitoring. The system features long-range audio surveillance (up to 60 miles), directional audio projection (30 miles), and automated drone deployment for real-time threat tracking. The system also incorporates an integrated microphone array capable of detecting sounds up to 500 meters away with near-zero false positives, ensuring precision surveillance. The product is designed to work seamlessly in extreme conditions, ensuring reliable security operations at the national level. With its AI-enhanced signal processing, the system autonomously differentiates between background noise and potential threats, enabling real-time, accurate threat assessments.
- *Pricing Strategy:* Our pricing strategy reflects the advanced nature of our technology, with a base unit cost of \$15,000, including a microphone, speakers, and video camera. Customers can upgrade with advanced features, with the most advanced configuration priced at \$100,000. For optimal border security, 5-6 units per mile (one every 300 meters) are required, ensuring comprehensive coverage while maintaining cost-effectiveness and strong ROI.
- *Place/Distribution Strategy:* We will distribute our product through direct government contracts and partnerships with security contractors. Additionally, our online presence and targeted outreach will ensure visibility among key decision-makers in border security.
- *Promotional Strategy:* Our promotional strategy will leverage multiple channels to ensure visibility and engagement within the government and security sectors. We will actively participate in trade shows and conferences, allowing direct interaction with decision-makers and showcasing our technology. Strategic sponsorships and

partnerships with security firms will enhance credibility and broaden our market reach. SEO and digital marketing campaigns will improve online discoverability, ensuring that key stakeholders find our solution. Additionally, video demonstrations and live webinars will provide an interactive platform for government agencies to experience the functionality and benefits of our surveillance system. Lastly, referral marketing and networking within defense circles will solidify our presence in the market and drive word-of-mouth credibility.

TARGET MARKET STRATEGY

Barandiko’s primary target market is the U.S. Government, specifically agencies responsible for border security and national defense. Our secondary market includes private security contractors and defense firms that work with government agencies. Our marketing strategy focuses on direct engagement, regulatory compliance, and showcasing our AI-driven surveillance capabilities. We will also explore opportunities in international border security initiatives where autonomous surveillance solutions are in high demand.

GO-TO-MARKET STRATEGY

Weeks 1–4: Digital Foundation & Initial Outreach

We will initiate our market entry by establishing a strong digital presence, ensuring our website is optimized for search visibility through on-page and off-page SEO. A marketing/SEO agency will execute structured keyword research and technical SEO improvements.

Simultaneously, our social media campaigns will launch across LinkedIn and Twitter, targeting defense and security professionals within government agencies. Our content will emphasize the technological superiority of the Barandiko Surveillance System, integrating high-quality video demonstrations, infographics, and case studies. To build

early engagement, we will initiate outreach to government procurement officers and defense contractors through direct email marketing and LinkedIn messaging.

Additionally, we will begin the process of securing key sponsorships and partnerships with established security firms to expand credibility within our target market. A dedicated team will start preparations for participation in upcoming trade shows, ensuring that our product is positioned for maximum exposure to decision-makers in the security and defense industries.

Weeks 5–8: Engagement & Demonstration Campaigns

During this phase, we will intensify our outreach efforts with live webinars and video marketing initiatives. Webinars will be hosted for government agencies and security professionals, showcasing the real-world applications of our surveillance system. We will demonstrate its AI-powered threat detection, ultra-sensitive microphones, and long-range directional audio projection capabilities.

Our referral marketing strategy will be launched by leveraging connections within government and security networks. Existing industry relationships will be nurtured to drive credibility and engagement with decision-makers. Print media advertising will be rolled out in defense industry publications, targeting procurement specialists and homeland security advisors.

We will also ramp up our direct sales efforts, engaging procurement teams at federal agencies. Government contract bidding processes will be actively pursued, ensuring our solution is positioned competitively in contract negotiations.

Months 3–6: Strategic Expansion & Trade Show Presence

With a solid digital and offline presence established, we will shift towards reinforcing our brand authority through trade show participation. Our presence at leading security and defense trade shows will be accompanied by live demonstrations of our surveillance

technology. These events will provide key opportunities to engage with potential buyers and influencers within the security industry.

Our partnership marketing efforts will extend to collaborating with AI and security firms to co-market the Barandiko system. Joint white papers, research articles, and case studies will be distributed to validate our system's technological advantages.

Additionally, our content marketing strategy will expand with high-value reports and articles detailing the importance of advanced surveillance solutions in national security. This thought leadership approach will position Barandiko as a cutting-edge provider in the sector.

Months 7–12: Scaling Sales & Refining Strategy

By this stage, we will leverage our early traction to refine our go-to-market approach. Performance analytics from SEO, pay-per-click advertising, and direct outreach campaigns will be reviewed to optimize ongoing strategies. Our marketing/SEO agency will continue to enhance digital visibility, ensuring that our content ranks prominently in security-related searches.

Our direct sales team will further expand outreach to additional government agencies and security contractors, using the initial feedback and early contracts secured to enhance our pitch. We will adjust our promotional strategy based on trade show learnings and customer feedback, ensuring our messaging aligns with the needs of government buyers.

Referral marketing will be strengthened through case studies from early adopters of our technology, showcasing real-world applications and success stories. Our partnerships will continue to evolve, with deeper integrations and collaborative marketing campaigns that further position Barandiko as the premier solution for border security.

Ongoing Adjustments & Long-Term Growth

We recognize that government procurement cycles and security trends are ever-evolving. Our go-to-market strategy will be continuously adapted based on real-world feedback and market dynamics. The collaboration with our marketing/SEO agency will play a crucial role in maintaining our digital authority and optimizing lead generation efforts.

Through consistent engagement, strategic partnerships, and cutting-edge technological demonstrations, Barandiko will establish itself as the leading provider of AI-powered surveillance solutions for national security applications.

MARKETING STRATEGIES

The following are marketing strategies, advice, recommendations, and best practices that are applicable to our business.

DIRECT SALES STRATEGY

We will utilize a direct sales approach to engage government agencies and security contractors. Our sales team will establish relationships with decision-makers in agencies like the Department of Homeland Security, U.S. Customs and Border Protection, and military procurement officers. We will leverage existing government contract vehicles, such as the General Services Administration (GSA) Schedule and the Defense Logistics Agency (DLA), to streamline the procurement process.

By offering live demonstrations of the Barandiko Surveillance System at key government and military facilities, we will showcase the system's unparalleled capabilities in long-range audio surveillance, AI-powered analysis, and autonomous drone deployment. The security drones, integrated into the Barandiko system, equipped with high-definition video cameras for continuous monitoring.

Our system will be equipped with AI-driven Stochastic Learning technology, making it 1,000 times more efficient than traditional neural networks, drastically improving threat detection accuracy while minimizing energy consumption. A dedicated sales force with expertise in defense contracts and procurement regulations will drive negotiations and secure contracts.

GOVERNMENT CONTRACT BIDDING STRATEGY

Securing federal contracts will be a critical pathway to revenue. We will register as a vendor with the System for Award Management (SAM) and seek certification for federal contracting programs such as the Small Business Innovation Research (SBIR) program and Defense Innovation Unit (DIU) funding. Our strategy will involve submitting bids for Department of Defense (DoD), Homeland Security, and Border Patrol contracts by aligning our solutions with government security needs. We will closely monitor Requests for Proposals (RFPs) on platforms like FedBizOpps (SAM.gov) and develop compelling proposals that highlight our technological advantages.

Barandiko will emphasize its superior range (60-mile audio detection, 30-mile directional projection), AI-driven autonomous response, and integration with existing security infrastructure to appeal to procurement officers looking for cost-effective yet advanced security solutions. Additionally, we will pursue multi-year contracts that allow government agencies to implement our surveillance systems across large sections of the U.S. southern border.

TRADE SHOW MARKETING STRATEGY

Attending and exhibiting at major security, defense, and technology trade shows will allow us to demonstrate our product's capabilities directly to potential buyers. Key events include the International Security Conference & Exposition (ISC West), Association of the United States Army (AUSA) Annual Meeting, Border Security Expo, and

the Special Operations Forces Industry Conference (SOFIC). Our trade show booths will feature live demonstrations, interactive product displays, and AI simulations showcasing real-time threat detection. We will arrange private demonstrations for government and military personnel, ensuring they understand the advantages of our system. Post-event follow-ups with attendees will be a key component of converting leads into customers.

Additionally, we will showcase our new AI-integrated security drones, which provide real-time video and audio surveillance, further strengthening the case for Barandiko's system as a comprehensive border security solution. We will demonstrate the superior audio clarity of our planar magnetic transducer technology, which ensures clear, long-range communication between security personnel and potential intruders, reducing the risk of miscommunication and enhancing command control.

SPONSORSHIPS

To build credibility and visibility within the security and defense industry, we will sponsor key industry events, research initiatives, and security think tanks. Strategic partnerships with established defense contractors, surveillance technology integrators, and AI software firms will enable us to expand our reach. We will collaborate with universities and research institutions specializing in artificial intelligence, machine learning, and signal processing to enhance our technological development. Additionally, partnering with drone manufacturers and aerospace companies will allow us to integrate our AI-enhanced drones with DSP technology, enabling real-time automated security responses based on AI-powered sound analysis and long-range voice projection. These partnerships will not only enhance our credibility but also position us as a leader in advanced border security solutions.

Our partnership strategy will also extend to manufacturing capabilities, as we plan to acquire a sheet metal fabrication shop to produce our systems in-house, ensuring high-

quality production and scalability. These partnerships will not only enhance our credibility but also position us as a leader in advanced border security solutions.

REFERRAL MARKETING

We recognize that word-of-mouth marketing is a powerful tool, especially when dealing with high-stakes government contracts. By establishing strong relationships with key stakeholders in the defense and security industry, we will encourage referrals from satisfied clients and trusted partners. We will leverage case studies, testimonials, and letters of recommendation from influential figures within government agencies to reinforce our credibility. We will showcase testimonials and case studies that highlight the unmatched precision of our DSP-enhanced microphone array, which is nearly 1000 times more sensitive than conventional security microphones. The AI-powered software ensures that only relevant signals are captured, drastically reducing false alarms and improving operational efficiency. Additionally, we will implement a structured referral incentive program for strategic partners who introduce us to potential buyers within the Department of Homeland Security (DHS), Customs and Border Protection (CBP), and the U.S. military. Networking at industry events and private security briefings will also be key in expanding our influence and referral base.

SEARCH ENGINE OPTIMIZATION (SEO)

A strong online presence is essential for credibility and visibility in the defense technology industry. Our SEO strategy will focus on optimizing our website and content to rank highly for key terms related to border security, AI surveillance, and government security solutions. We will invest in authoritative content, including white papers, technical reports, and blog posts detailing the benefits of cloud-based security for border surveillance, including improved real-time situational awareness, remote access capabilities, and enhanced data protection. Additionally, we will conduct link-building campaigns targeting high-authority defense and government technology websites.

Regular keyword analysis will ensure that our content aligns with government procurement searches, increasing the likelihood that decision-makers will find our solutions when researching security technologies.

PARTNERSHIP OR COLLABORATION MARKETING

Strategic partnerships will be instrumental in gaining credibility and market penetration. We will collaborate with established defense contractors, security integrators, and government technology providers to create bundled solutions that incorporate the Barandiko Surveillance System. These partnerships will allow us to tap into pre-existing government procurement channels, making it easier to secure contracts. Additionally, we will form alliances with AI research institutions to further enhance our product's capabilities and differentiate ourselves from competitors.

We will also work closely with cybersecurity firms to ensure our AI-driven systems meet the highest security and encryption standards, further solidifying trust among government agencies. Our goal is to position Barandiko as a critical component within a larger ecosystem of integrated security technologies, making it an attractive option for large-scale government adoption.

PAY-PER-CLICK ADVERTISING (PPC)

To maximize our visibility among government decision-makers and security professionals, we will implement a strategic PPC campaign. This will include targeted Google Ads campaigns focused on keywords such as "border security technology," "AI surveillance systems," and "government defense contracts." We will also utilize LinkedIn Ads to reach key individuals within government agencies and defense contractors, ensuring that our brand remains top-of-mind. Our PPC strategy will incorporate retargeting to engage visitors who have previously interacted with our website, reinforcing our messaging and increasing conversion rates. Additionally, we will explore

defense industry-specific advertising platforms to ensure we reach the most relevant audience.

WEBINAR AND LIVE STREAMS

Hosting webinars and live streams will play a crucial role in demonstrating the Barandiko Surveillance System’s capabilities directly to government officials, security contractors, and potential investors. These sessions will provide real-time demonstrations of our AI-powered surveillance technology, showcasing its superior audio detection range, precision, and autonomous response features.

We will conduct bi-monthly live streams featuring subject matter experts discussing border security challenges, technological advancements, and how our system addresses security threats more effectively than traditional solutions. Webinars will also include Q&A sessions to engage attendees and establish our thought leadership in the industry. Platforms like Zoom, LinkedIn Live, and YouTube Live will be used to maximize reach and engagement.

Additionally, we will partner with defense and security industry associations to co-host webinars, ensuring a credible audience of government decision-makers and security professionals. Recorded sessions will be repurposed into short-form content for social media and email campaigns, reinforcing key messaging and generating ongoing interest in our solution.

SOCIAL MEDIA MARKETING

To engage decision-makers within government agencies and the defense sector, we will leverage LinkedIn, Twitter (X), and YouTube as primary social media channels. LinkedIn will be used for professional networking, thought leadership posts, and direct engagement with procurement officers and security consultants. Twitter (X) will allow

real-time updates on industry news, government contracts, and technology innovations. YouTube will host detailed product demonstrations, case studies, and testimonials to showcase the effectiveness of our system. Our social strategy will include targeted paid promotions to ensure our content reaches key officials and defense contractors. Regular engagement with relevant industry hashtags, security forums, and defense-related discussions will further expand our visibility.

VIDEO MARKETING

To visually demonstrate the advanced capabilities of the Barandiko Surveillance System, we will produce high-quality video content tailored for government agencies and security professionals. This will include in-depth product walkthroughs, real-world deployment case studies, and AI-powered threat detection demonstrations. We will also create 3D animations to showcase the system's technology and its operational advantages in border security. Videos will be distributed across YouTube, LinkedIn, and defense industry platforms. Live Q&A sessions and behind-the-scenes footage of our technology development will further enhance engagement and credibility among our target audience. Videos will also showcase how C-SWAP's reliability in extreme weather conditions makes it ideal for government and military applications.

PRINT MEDIA ADVERTISING

To ensure visibility in traditional government and defense procurement circles, we will invest in targeted print media advertising. This will include full-page ads and feature articles in defense and security magazines such as Homeland Security Today, Defense News, and Government Security News. Our print ads will highlight key differentiators of the Barandiko Surveillance System, such as its AI-powered threat detection and unmatched audio surveillance capabilities. Additionally, we will explore sponsored placements in government procurement guides and military technology publications to reinforce our presence within the defense sector.

Defense industry publications will feature articles on the advantages of AI-powered video surveillance and directional planar magnetic speaker systems, highlighting how these technologies improve border security monitoring and response efficiency.

CONTENT MARKETING

To establish Barandiko as a thought leader in border security and AI-driven surveillance, we will develop a robust content marketing strategy. This will include in-depth whitepapers, case studies, and industry reports showcasing the superiority of our technology. Our blog will provide insights into emerging security threats, government procurement trends, and AI advancements in defense applications. Guest articles in top security publications and government-focused platforms will further enhance our credibility. Additionally, we will create downloadable guides and technical documents to engage government agencies and security professionals, providing them with valuable resources that reinforce our expertise.

Content will focus on the impact of C-SWAP technology in border security, explaining how its advanced sound projection and AI-powered audio filtering make it a superior choice for long-range threat detection. We will also feature case studies and demonstrations of C-SWAP systems outperforming conventional security audio solutions in real-world scenarios.

UPDATES AND CONTROLS

Direct Sales

- **KPIs:** We will track the number of direct inquiries from government agencies, contract negotiations initiated, and finalized sales agreements. Performance will be assessed through the conversion rate of government contacts to paying customers and the average sales cycle duration.

- *Review:* Our team will conduct monthly reviews of all direct sales activities, ensuring timely follow-ups and evaluating messaging effectiveness. We will assess response rates to outreach efforts, adjusting strategies based on engagement trends and feedback from government officials.

Government Contract Bidding

- *KPIs:* Success will be measured by the number of requests for proposals (RFPs) submitted, contract awards secured, and total revenue generated from government agreements. We will also monitor the average bidding cycle duration and the effectiveness of proposal submissions.
- *Review:* Every quarter, we will analyze the outcomes of submitted bids to identify strengths and areas for improvement. Win/loss rates will be reviewed, and adjustments will be made to bidding strategies to enhance competitiveness. Market research data will be updated regularly to align pricing and feature sets with government expectations.

Trade Show Marketing

- *KPIs:* Performance will be evaluated by the no. of booth visitors, scheduled meetings with government officials, and post-event follow-ups leading to negotiations. Additional metrics include engagement levels during live demonstrations and audience retention during keynote presentations.
- *Review:* After each event, we will conduct a debrief to assess overall effectiveness, attendee engagement, and lead quality. A post-event analysis will guide betterments in booth design, presentation materials, and follow-up strategies for trade shows.

Sponsorships

- *KPIs:* Effectiveness will be measured by audience reach, brand visibility in key security and defense publications, and the number of inquiries received as a direct result of sponsorships.

- *Review:* Sponsorship impact will be assessed bi-annually, comparing engagement levels and lead generation results against expectations. We will refine sponsorship selections based on performance data, ensuring alignment with high-value marketing opportunities.

Content Marketing

- *KPIs:* The effectiveness of content marketing will be assessed based on website traffic growth, content engagement metrics (e.g., time on page, bounce rates), and lead generation. We will also track social shares and backlinks to measure content distribution.
- *Review:* Quarterly content audits will identify high-performing topics and formats. We will review engagement metrics to adjust content strategy, ensuring that articles, whitepapers, and case studies remain relevant and valuable to our target audience.

Social Media Marketing

- *KPIs:* We will track follower growth, engagement rates (likes, comments, shares), and click-through rates from social posts to our website. Lead generation via social media inquiries will also be measured.
- *Review:* Monthly social media performance evaluations will guide adjustments in content type, posting frequency, and audience targeting. A/B testing data will inform refinements to maximize engagement and lead generation.

Video Marketing

- *KPIs:* Video performance will be assessed based on view counts, watch time, and audience retention rates. Engagement metrics such as comments and shares will also be monitored.
- *Review:* We will analyze video analytics after each release to determine the most effective formats, topics, and distribution channels. Insights gained will shape future video production strategies.

Print Media Advertising

- *KPIs:* We will measure the success of print advertising through direct response inquiries, website traffic originating from print promotions, and ad recall surveys conducted with industry professionals.
- *Review:* Bi-annual assessments of print ad performance will determine cost-effectiveness. Adjustments will be made to publication selection, ad design, and messaging to optimize reach and impact.

Referral Marketing

- *KPIs:* We will track referral-generated leads, conversion rates, and the lifetime value of referred customers. Additionally, we will measure the participation rate of referral partners.
- *Review:* The referral program will undergo quarterly evaluations to assess partner engagement and incentive effectiveness. Adjustments will be made based on participation trends and lead conversion data.

Partnership or Collaboration Marketing

- *KPIs:* We will evaluate success based on the number of strategic partnerships established, co-branded initiatives launched, and lead generation from joint marketing efforts.
- *Review:* A semi-annual review process will assess partnership performance, ensuring mutual benefits and alignment with company goals. Underperforming collaborations will be restructured or discontinued as needed.

Search Engine Optimization (SEO)

- *KPIs:* We will monitor organic traffic growth, keyword ranking improvements, and bounce rates to assess SEO success. Additional metrics include backlink growth and domain authority improvements.

- *Review:* Quarterly SEO performance reviews will guide refinements in keyword strategies and content updates. We will analyze ranking fluctuations and competitor activity to maintain a strong search presence.

Pay-Per-Click Advertising (PPC)

- *KPIs:* Success will be measured through click-through rates, conversion rates, and cost per acquisition. Return on ad spend (ROAS) will also be analyzed to determine profitability.
- *Review:* Monthly PPC campaign evaluations will inform bid strategy adjustments, ad creative refinements, and budget reallocations to maximize efficiency. Poor-performing ads will be modified or discontinued.

Webinars and Live Streams

- *KPIs:* Effectiveness will be gauged by attendee numbers, engagement rates, and lead conversions from webinar participants. We will also track average watch time and post-event survey responses.
- *Review:* After each webinar, we will conduct participant feedback analysis and engagement reviews to enhance future presentations. Topics and formats will be adjusted based on audience reception and conversion outcomes.