

Lyn Brook to Launch Apotheca

FOR IMMEDIATE RELEASE

San Francisco, Calif. 12/15/2021 – Lyn Brook announced today that the premiere issue of Apotheca will be released on **02/02/2022** on their magazine's website:

<https://lynbrook1.wixsite.com/apotheca>

The magazine will focus on exploration, education and delivering the remedy for the curious individual. Some examples of featured topics to be included are travel, culture, science, spirituality and technology. Each issue of the magazine will be released on a monthly basis. Apotheca will have a target audience of young adults, 21-35 years old, of any gender, in the North Americas.

“In the midst of the pandemic, we noticed an influx in curiosity amongst our peers with no outlet to begin exploring the world around them in an interactive, entertaining and affordable manner,” says Lyn Brook, 25, founder of Apotheca. “This publication is perfect for those who are yearning to experience what the world has to offer in a way that will be exclusively tailored to their curiosity.”

Apotheca is planned to be released online via their website, with plans to also begin releasing print copies by the magazine's second anniversary in 2024.

The first issue will be exploring how North American spiritualists and scientists navigate astrology and astronomy. Articles are due to include stories about:

“Astrology in the Modern Era; Spirituality, Science or both?”

“How To: Finding the Best Places to View Planets, Stars and Constellations in North America”

“Dusk to Dawn, The Transition Between the Age of Pisces to the Age of Aquarius”

“Exploring Space with SpaceX and NASA”

APOTHECA

The logo consists of the word "APOTHECA" in a bold, black, sans-serif font. The letter "O" is replaced by a magnifying glass icon, with the handle pointing downwards and to the right. The letters "A" and "H" are underlined with horizontal lines.

Mission Statement:

To provide entertaining stories and information for the curious individual who wants to explore, discover and learn about the North American area in an affordable way.

Apotheca Business Plan

High-level concept:

Travel, culture, education, history publication for those who want entertainment and information they can choose to interact with and that is affordable.

Unique Value Proposition:

Apotheca will be the publication to go to if you're looking for not only entertaining information but information and stories the reader can genuinely interact with and take home with them. Many young adults who are just graduating and starting their careers have an intense sense of adventure and curiosity, and are looking for a remedy to satiate their whimsical minds and this will be the solution. No longer will readers be barred from the information on the page, now they will be able to read and know what they can do to explore these stories and information in their own lives in an affordable way.

Advantage:

Apotheca is unique and has an advantage because many publications don't take the step to allow their information and stories to fall into the reader's hands quite literally and in an affordable way. Apotheca will cover all aspects of the curious individual: exploration, discovery, knowledge, culture, history, science and technology — while offering affordable options of interaction. When a reader picks up this publication they will not have to worry about previous knowledge on the subject, all they need is a sense of adventure to interact and allow their mind to partake in the journey that each issue will take them through. And at the end of it, they will feel prepared to take the journey into their personal lives, if they so choose.

Problems:

- Lack of publications with practical information you can do something with, rather than just be entertained by it.
- Lack of publications with affordable options to interact with their stories.
- Not enough content digestible for curious individuals.

Solutions:

- Articles/stories/information will be something the reader can interact with or plan to interact with in the future.
- Publication will provide affordable ways to interact and experience whatever readers are curious about.
- Any curious individual will find their interests peeked and curiosity satiated when interacting with this publication.

Early Adopter Example:

Someone in their late 20's/early 30's, low to mid-income, who just earned their bachelor's or master's and is curious and optimistic about the world that is unfolding around them now that they have their degree and are beginning their career path. Enjoys travel and education. Whimsical. Spontaneous. Free-spirited.

Target Audience:

Young adults, around 21-35 years old, any gender, low to mid-income, with a sense of wonder and are new to the world and want to learn more of what is out there and want to experience more of it.

Key Metrics:

- Subscriptions.
- Memberships.
- Event Attendance.
- Merchandising.
- Social Media Follows.
- Website Views.
- Reviews.
- Advertisements.

Channels:

Social Media: Instagram, Twitter, TikTok, YouTube, Twitch, Personalized Phone Application

Events: Interactives, Meet and Greets, Community Travel Groups, Online Streams, Launch Parties, Anniversary Parties, Charity Events.

Three Year Plan:

Apotheca plans on expanding our demographic and interactivity, as well as our team over a three year plan. Within the first year we will be working on developing a phone application where users will be able to read our magazine on the go, as well as getting sneak-peaks to upcoming issues and an interactive geocaching setting to allow our readers to interact with each other and show us where in North America they are traveling. By the second year we will begin releasing print copies of Apotheca across North America. And by our third year we will be releasing a special international issue of Apotheca, as well as "Apotheca Teens" for the curious young people out there.

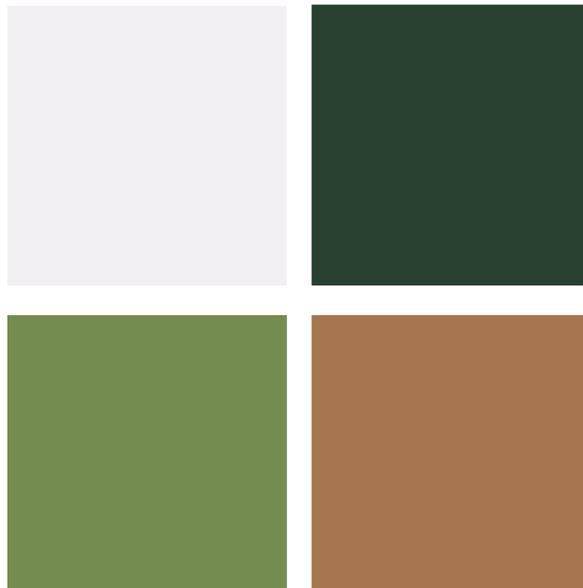
Apotheca Aesthetic

Inspiration:

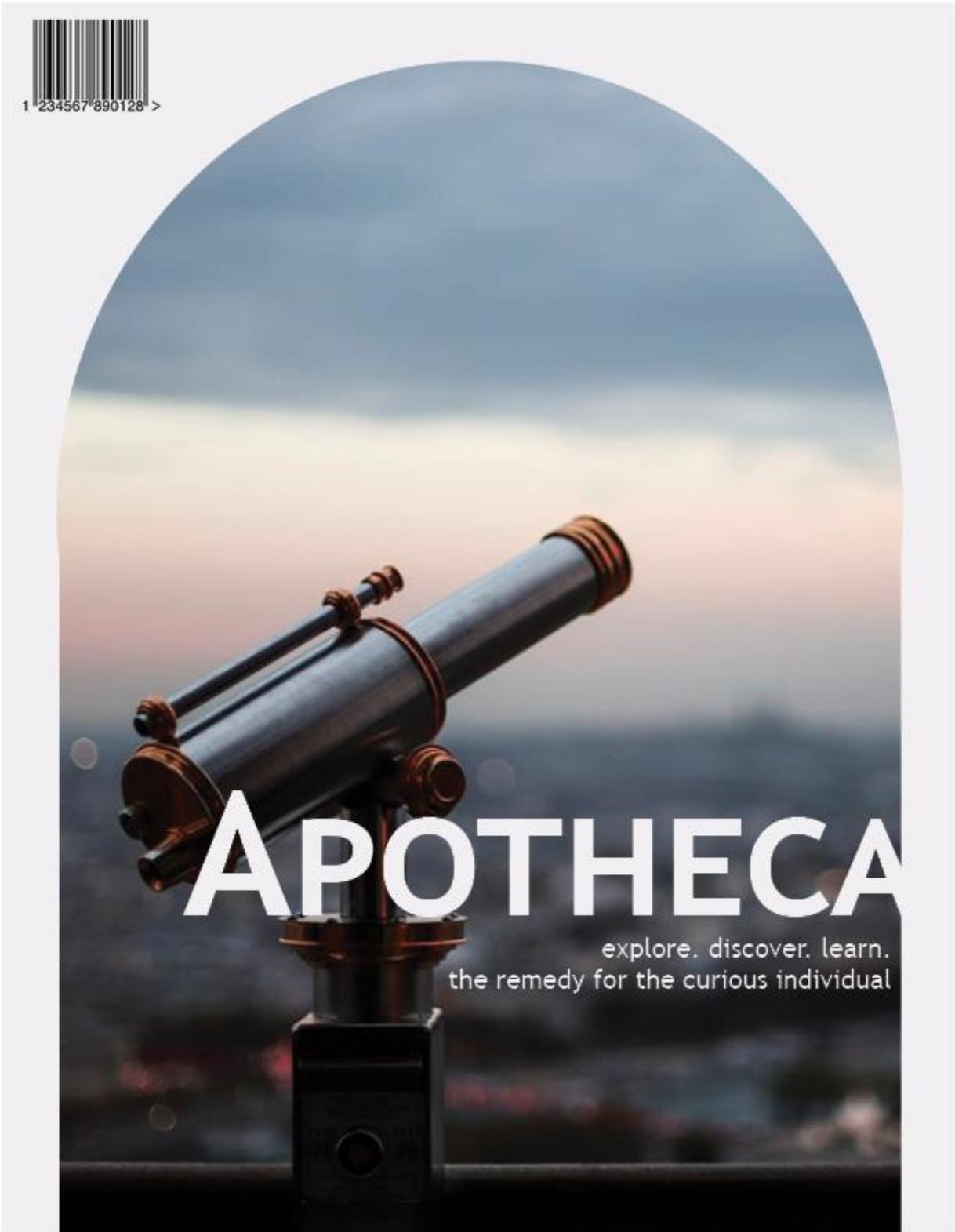
Apotheca is inspired by the idea of fantasy “quest boards.” These are places where travelers, adventurers, heroes, etc. would gather to find local quests and missions that were currently available. Whether you wanted to “pick up” or choose to go on these quests was up to the individual. You could stop by the quest board, read all of them and choose to interact with none. Or you could stop by the quest board, read one quest and leave on that adventure then and there.



Color Scheme:



Potential Cover Example:



Expenses	Start-Up	Year 1	Year 2	Year 3
FIXED				
Technology & Design				
Web Domain	included w/Host	included w/Host	included w/Host	included w/Host
Web Host		\$216	\$276	\$276
Web Development	included w/Host	included w/Host	included w/Host	included w/Host
Web Upkeep	included w/Host	included w/Host	included w/Host	included w/Host
Marketing				
Promotional Materials			\$300	\$300
Advertising			\$1,000	\$1,500
Giveaways			\$240	\$480
Merch				
Stickers	\$273 (500 stickers)	\$446 (1000 stickers)	\$446 (1000 stickers)	\$601 (1500 stickers)
Clothing	\$641 (100 t-shirts)	\$1,146 (200 t-shirts)	\$1,146 (200 t-shirts)	1,629 (300 t-shirts)
Travel bag				\$3,185 (250 bags)
Pens	\$300 (500 pens)	\$300 (500 pens)	\$300 (500 pens)	\$300 (500 pens)
Notebooks			\$445 (125 notebooks)	\$445 (125 notebooks)
Buttons	\$75 (100 buttons)	\$15 (100 buttons)	\$15 (100 buttons)	\$30 (200 buttons)
Events				
Venue			\$1,500	\$1,500
Food & Beverage		\$100	\$250	\$500
Tickets	\$15 (100 tickets)	\$40 (500 tickets)	\$70 (1000 tickets)	\$70 (1000 tickets)
Print				
Copies		\$778 (500 copies)	\$1062 (1000 copies)	\$1062 (1000 copies)
Staffing				
Payroll Taxes			\$3,900	\$6,672
Managing Editor			\$35,000	\$40,000
Copy Editors				\$35,000
Art Director				\$40,000

Social Media Director				\$40,000
Photographers				\$32,000
Writers		\$30,000	\$32,000	\$35,000
Freelance Budget			\$1,000	\$5,000
Total	\$1,505	\$75,191	\$122,472	\$272,110
Revenue				
Digital		\$50,000	\$100,000	\$200,000
Print		\$5,500	\$11,000	\$11,000
Subscriptions		\$6,000	\$12,000	\$24,000
Apps			\$1,000	\$2,500
Donations	\$1,000	\$2,500	\$5,000	\$10,000
Support/Patreon	\$2,500	\$5,000	\$7,500	\$10,000
Pledge/Membership	\$2,400	\$6,000	\$15,000	\$30,000
Partnerships		TBD	TBD	
Sponsors		\$1,200	\$3,000	\$5,000
Merchandise	\$2,850	\$5,350	\$6,600	\$17,850
Events	\$1,500	\$7,500	\$20,000	\$25,000
Total	\$10,250	\$89,050	\$181,110	\$335,350
Expenses	\$1,505	\$75,191	\$122,472	\$272,110
Revenue	\$10,250	\$83,550	\$170,100	\$335,350
Profit/Loss	\$8,745	\$8,359	\$47,628	\$63,240

01

APOTHECA

Explore. Discover. Learn.
The remedy for the curious individual.



02

Mission Statement

To provide entertaining stories and information for the curious individual who wants to explore, discover and learn about the North American area in an affordable way.

APOTHECA

03

Lack of publications with practical information you can do something with, rather than just be entertained by it.

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Not enough content digestible for curious individuals.



Problems

04



Solutions

Articles/stories/information will be something the reader can interact with or plan to interact with in the future.

Publication will provide affordable ways to interact and experience whatever readers are curious about.

Any curious individual will find their interests peeked and curiosity satiated when interacting with this publication.

05

Product & Service

Apotheca will be the publication to go to if you're looking for not only entertaining information but information and stories the reader can genuinely interact with and take home with them. So many people of all ages are adventurous and curious and are looking for a remedy to satiate their whimsical minds and this will be the solution.





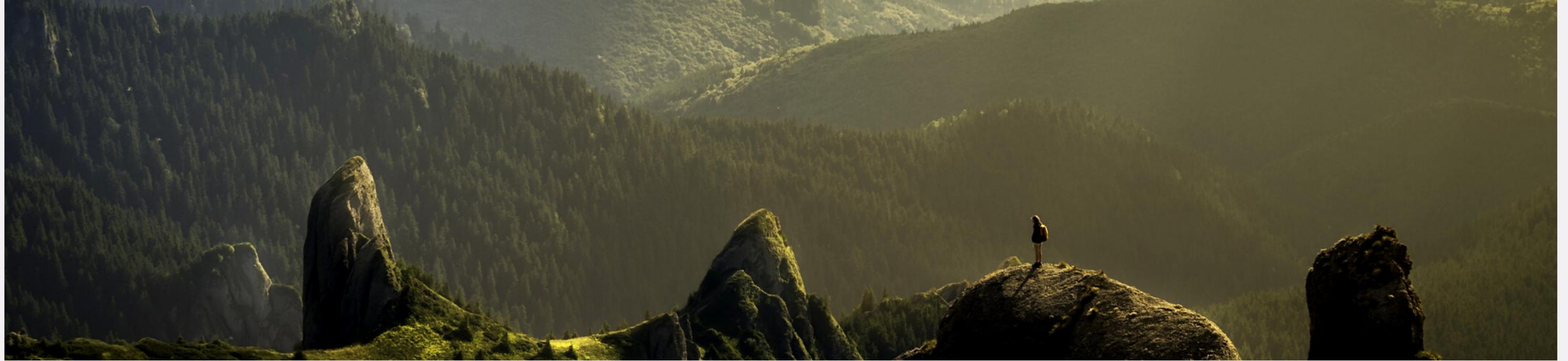
TIMING

06

With any adventure, there is no perfect time but now to embark.

Apotheca should be picked up now because there are millions of people out there waiting for their reason to explore.

The Pandemic has inspired many individuals with a sense of wonder; wanting to learn about and see more of the world around them and what it has to offer.



07

TARGET MARKET

Potential first-adopters and future target audiences.

First Adopters

Young adults, 21-35, with a sense of wonder, new to the world and want to learn more of what it has to offer.

Future Audiences

Retired individuals who want to explore and learn anything and everything they can now that they have the time to with no distractions.

ROAM
Magazine.

Smithsonian
MAGAZINE

Outside

Indirect
Competitors

Direct
Competitors

 DISCOVER

 NATIONAL
GEOGRAPHIC

ADVANTAGES

Apotheca will be focused on travel, culture and curious stories based around North America.

This fills the gap of there not being many travel and educational publications revolved around North America.

The team working on Apotheca will have an understanding and be able to relate to what it means to have affordable adventures.

This gives us the advantage to be able to have a deep connection with what our readers need to pick up these stories and interact with them in their own life.



09



Social Media:
Instagram, Twitter, TikTok, YouTube, Twitch

Events:
Launch party, Anniversary parties,
Meet and Greet, Interactives,
Travel Groups, Charity Events, Online Streams

Key Metrics:
Subscriptions, Memberships, Donations, Event
Attendance, Merchandising, Advertising, Web-views

Approach and Revenue

10

Launch 2022

01/29/2022 Launch Party + Support-athon.
02/02/2022 Apotheca will launch its first issue online.

STEP 1
2022

Year One 2023

02/03/2023 One Year Anniversary Party + Support-athon
First year membership giveaway
Announce Apotheca phone application

STEP 2
2023

Year Two 2024

02/04/2024 Two Year Anniversary Party + Support-athon
Second year membership giveaway
Announce Apotheca print copies to be distributed

STEP 3
2024

Year Three 2025

02/05/2025 Three Year Anniversary Party + Support-athon
Third year membership giveaway
Announce special international issue
Announce debut of Apotheca Teens

STEP 4
2025



Future Roadmap



11

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<https://lynbrook1.wixsite.com/apotheca>

CONTACT US