

Portfolio

SOCRATIC MEDIA

We make intelligence usable.
And creativity; **inevitable.**

“All your ideas may be solid or even good ..
But you have to **Actually EXECUTE** on them
for them to matter.”



THE EXPERIENCE SO FAR

ALTR
NATIV

Hotel/Travel

Marketing & Web Consultation

Website Digital Ads User Hub Communications

kontrary

Product/AI Content

Full Stack Tech Development

Website UI/UX Design Ideations & Features

LOWSOOT

Climate Change

Marketing & Branding

Youtube Digital Ads Sales Communications

THE HOSTELER

Marketing & Branding

Website Digital Ads

ACE ARC

Architecture

Full Stack Development & Marketing

Website User Hub Instagram Lead Generation Video Editing & Design

letsupp

News Portal

Video Production

Scripting Translation

Video Editing Management

goSTOPS

Travel/Real Estate

Marketing & Branding

Design Social Media

Web Video Editing

SUNICON
LET'S GET IT DONE

Web Consultation

Website Content

Design Management

Outlook

Content/Magazine

Media Consultation

Design Marketing Dev. Video Production

SULVERSE

Crypto/Blockchain

Full Time Consultation

Website Marketing Sales Design & Dev.

eBikeGo

Electric Vehicles

Web & Video Consultation

Website Content Design Video Production

GLOBERACERS

Web & Video Consultation

Website Design Video Production

KEY AREAS OF EXPERTISE



Planning, Designing & Strategising Campaigns that can help a brand maximise on its reach while creating a long lasting recall value.

Strategy



Starting from Pre Production to Post Production, brand videos can change a lot for a brand if done with the right approach.

Video Production



Optimised, frugal and integrated branding that enables a better user flow & standardises messaging across platforms.

360 Digital Marketing

THE STORY SO FAR

2014-2026



Socrates began seeing the fallacy of majoring in liberal arts.



His father asks him to apply for a govt. job. He moves out.



To make ends meet, Socrates starts interning at 2 startups at once.



He lands a full time role as a Receptionist.



Performance based promotion in the marketing team



Launches a basement-based digital agency



The Agency is acqui-hired on salary+equity basis



Joins The Hosteller as a core member (2 Properties)



The Brand grows on social media at an unbelievable pace.



The Hosteller reaches 10 Properties & 100k+ SM followers



Covid hits us all out of nowhere. Travel industry is in a limbo



Starts Consulting & renting out gaming consoles



Moves to Bangalore & begin work at a Climate Change Startup



Ensures 10k+ targeted high intent customer data is collected



Plant 100 trees every month with a green subscription



AI Enters but Nothing Changes. Socrates is inevitably Creative



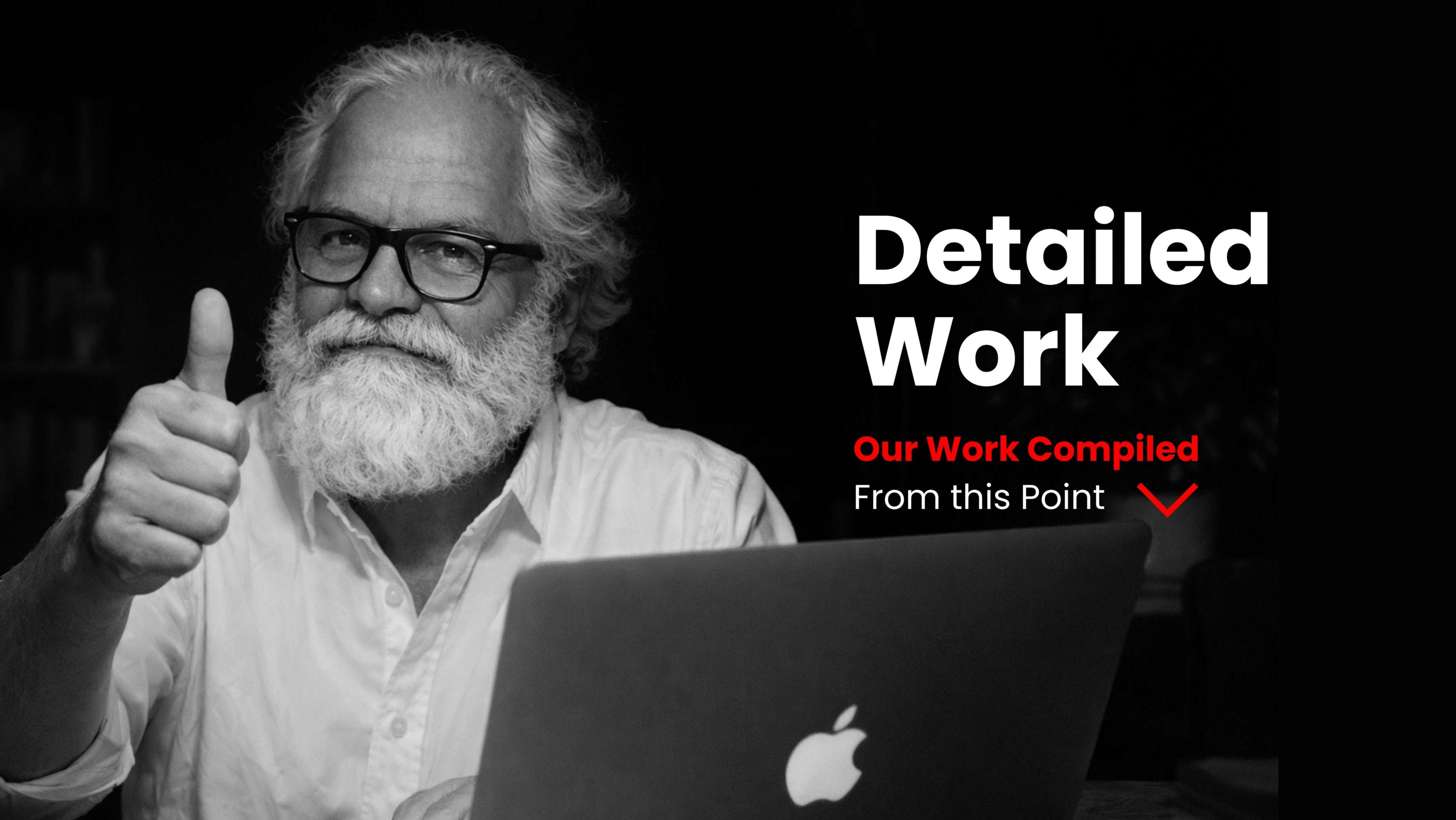
Takes advantage of the situation mastering his art



Always looking for something super exciting to work on

“If your business is not on the internet then
your **business will be out of business**”





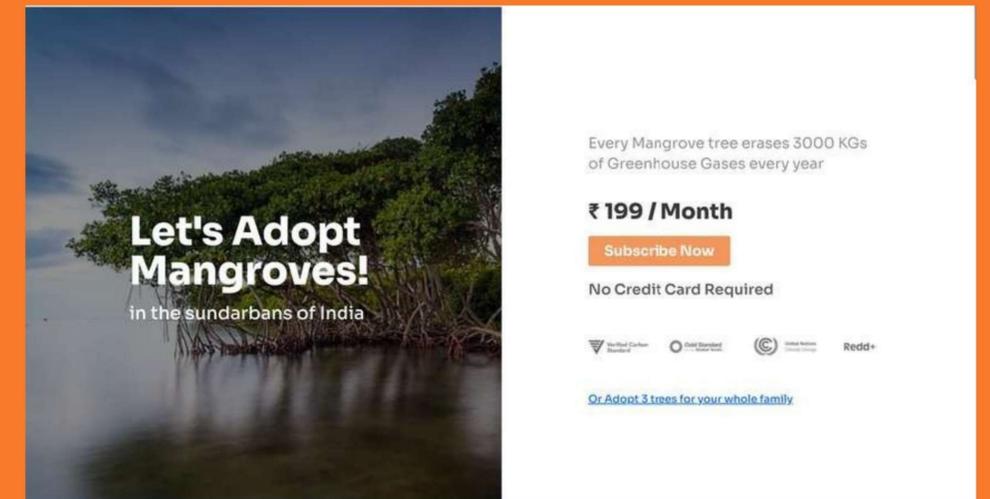
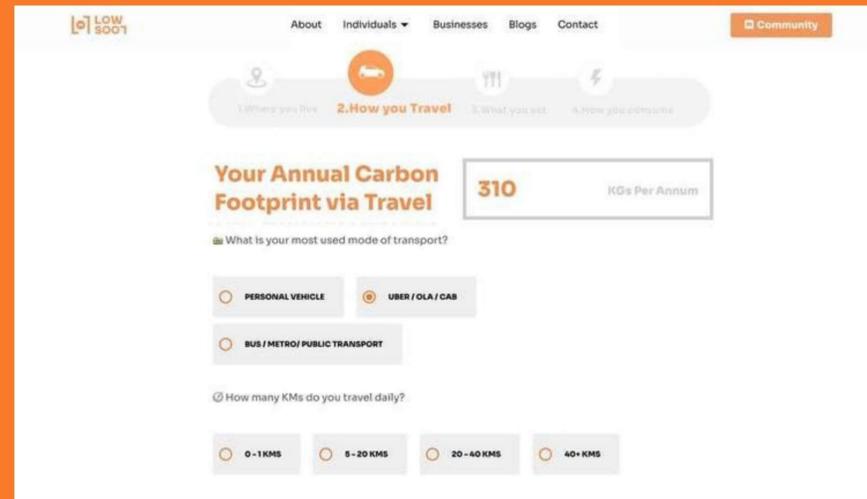
Detailed Work

Our Work Compiled
From this Point 

LOWSOOT

AS the Head of Marketing & Sales my role was to develop sustainable products, Subscriptions & E-Courses.

At the same time my role was to ensure that these segments are able to add to the companies revenue. I also established the initial brand language and social media channels



"Aatm is an important hire for your startup. He wont just fix the leaks he will develop a full fledged leak proof pipeline system"

- Sachin Sengar (CEO at Lowsoot)

Individual's Carbon Calculator

Developed & Deployed an individual's Carbon Calculator (Including the reverse mechanism to enable sales). Additionally, ran marketing campaigns to bring in over 10000 Calculations.

Adopt a Mangrove Tree

Partnered with various NGOs that have been planting mangrove trees on behalf of others. Established a Climate fund based on subscriptions. Also brought in 80+ Monthly Subscriptions.

GROWTH

10000+
CO2CALCULATIONS (LEADS)

3000+
ACTIVEDISCORD COMMUNITY

80+
MONTHLY SUBSCRIPTIONS

5+
MANAGED E-COURSES



Worked as the Head of Marketing, managing digital sales as well as the social media presence of this hostel brand along with a team of content writers, designers and developers.

Carried out successful campaigns from tailored experiences for an influencer to a secret trip for travel enthusiasts!



Launch Campaign : Hidden Clues

A new location was being launched at the Hosteller. We tried to promote it by running a contest of hidden clues on a photoshopped picture.

We took a photo from Thailand and added clues of the location being launched.



Launch Campaign : Secret Trip

We created a tailored campaign for people who do not care about the location they travel to and took a secret trip.

It became a regular campaign over the years and regularly generated low cost leads.

"Working with Aatm is like discovering a new thing about a domain you were yourself working in 10 years for!"
- Pranav Dangji (Founder at The Hosteller)

GROWTH

70K+

SM FOLLOWERS

15%

BRANDWEBSITE REVENUE

50+

BRANDEDTRIPS LAUNCHED

10+

HOSTELS



Worked as a video producer for this 'Infotainment' brand. My major roles was to ideate, prepare scripts, and at the same time ensure quality post production.

I helped the Brand cash on various viral topics by producing targeted well made videos which boosted both the viewers and subscribers of Letsupp on Youtube.



"He is quick. Understands the assignment and very very easy to work with. Hire him right away!"

- Pallavi Rao (CEO at LetsUp)

Luke Coutinho

Managed the Youtube channel for Luke Coutinho who is a celebrity Nutritionist and Fitness assist.

Our Major Challenge was to develop a hindi channel for Luke as his previous crowd was English speaking.

Suez Canal Debacle

We created a Viral Campaign on the Suez Canal Debacle in under 6 Hours. My Teams job was to produce, script and edit the whole 3 minute video.

Our Delivery was timely and the video quick traction.

GROWTH

15000+

YOUTUBE VIEWS

200+

SUBSCRIBER INCREASED

35+

VIDEOS PRODUCED PERSONALLY

5+

CLIENTS MANAGED



Worked as a Sales & Marketing. Brought in 100% of sales via Digital channels in the first 6 months of my involvement in the company.

Successfully setup B2B channels (Mostly Hotels) and generated a regular income for the brand along with great margins!



Engagement Campaign

Ran an Initialisation campaign. The Campaign cost us just 10% of the revenue generated.

We were able to create a lot of buzz via this post in the whole NCR area.



B2b Hotel Sales Strategy

We identified 80 Hotels with regular demand for Gaming consoles and divided our monthly retained devices into a daily exchange model.

This campaign saw a 50% growth in the immediate Margins.

"Man, What a 360 degree service received from Aatm. I have never seen such growth with any other employee or agency!"

- Varun Mittal (Investor at Ploogi)

GROWTH

150+

MONTHLY SUBSCRIPTIONS

3000+

SOCIAL MEDIA FOLLOWING

2L+

MONTHLY REVENUE

25+

B2BCLIENTS DEVELOPED



Worked as a marketing executive. Managed several outreach programs as well as the social media for a short time at this travel brand.

Carried out an essential campaign and garnered over 500 leads at a limited budget.



*Aatm is nice. Dedicated chap.
Can do wonders under the right
leadership.*

**- Pankaj
(Co-Founder at Gostops)**

#STOPSKHOLO Setup, Planned, Executed a Campaign to target small business that would be interested in taking a franchise of the brand. The Entire Creative area and the technical area was solely managed by me.

GROWTH

10K+
SOCIALMEDIA FOLLOWING

500+
B2B LEADS

LOW SOOT | About Individuals ▾ Businesses Blogs Contact | Community

Climate Action For Everyone

Help erase your carbon footprint by funding environmental projects that help combat climate change.

Get Started >



8624 DAYS
09 HOURS
27 MINUTES
02 SECONDS

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Erase Your Individual Carbon Footprint

No matter the size of your impact, find ways to fight #ClimateChange and make a positive change.

Calculate Your Personal Carbon Footprint

Calculate Now >

Adopt a Mangrove Tree

Subscribe Now >

Verified Carbon Standard | Gold Standard | United Nations Climate Change | Redd+

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1. Where you live | **2. How you Travel** | 3. What you eat | 4. How you consume

Your Annual Carbon Footprint via Travel

310 KGs Per Annum

What is your most used mode of transport?

PERSONAL VEHICLE | UBER / OLA / CAB

BUS / METRO / PUBLIC TRANSPORT

How many KMs do you travel daily?

0 - 1KMS | 5 - 20 KMS | 20 - 40 KMS | 40+ KMS

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Let's Adopt Mangroves!

in the sundarbans of India

Every Mangrove tree erases 3000 KGs of Greenhouse Gases every year

₹ 199 / Month

Subscribe Now

No Credit Card Required

Verified Carbon Standard | Gold Standard | United Nations Climate Change | Redd+

[Or Adopt 3 trees for your whole family](#)



WE PARTNER WITH
**WORLD'S MOST
CUTTING-EDGE
STARTUPS**

INVESTMENT STAGE

PRE-SERIES A

TICKET SIZE

\$50K-\$100K

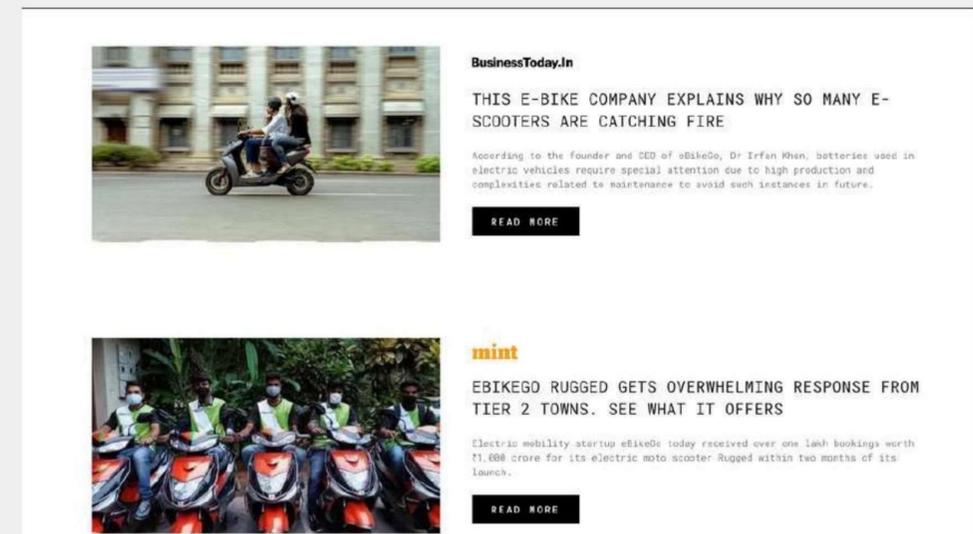
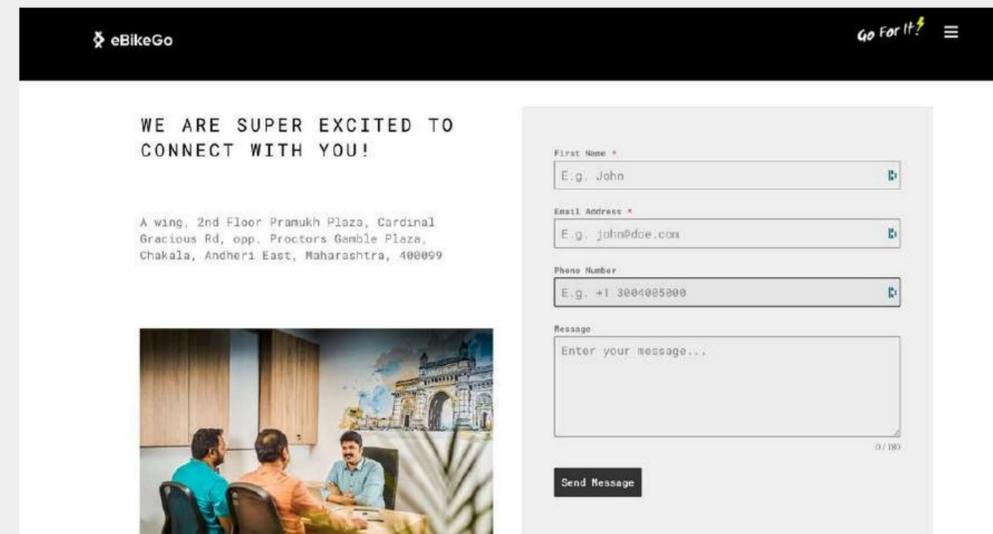
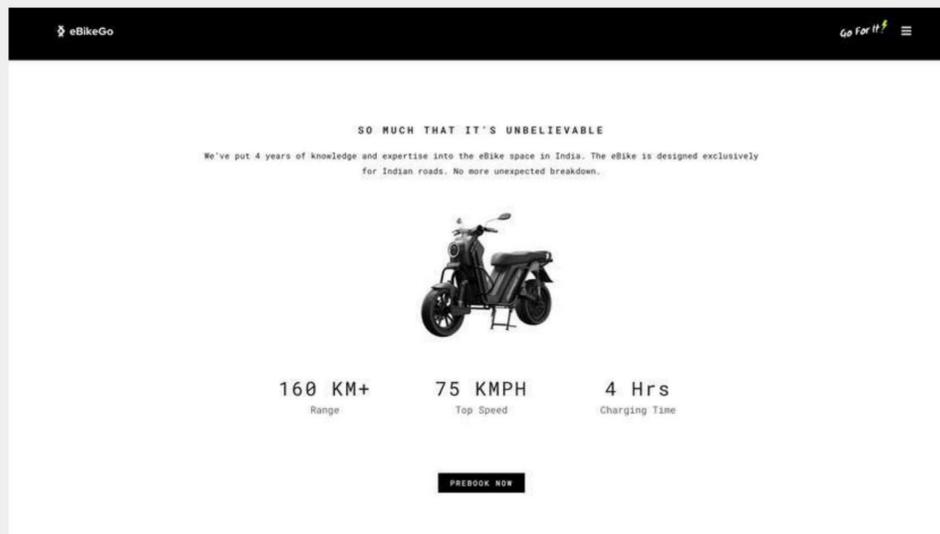
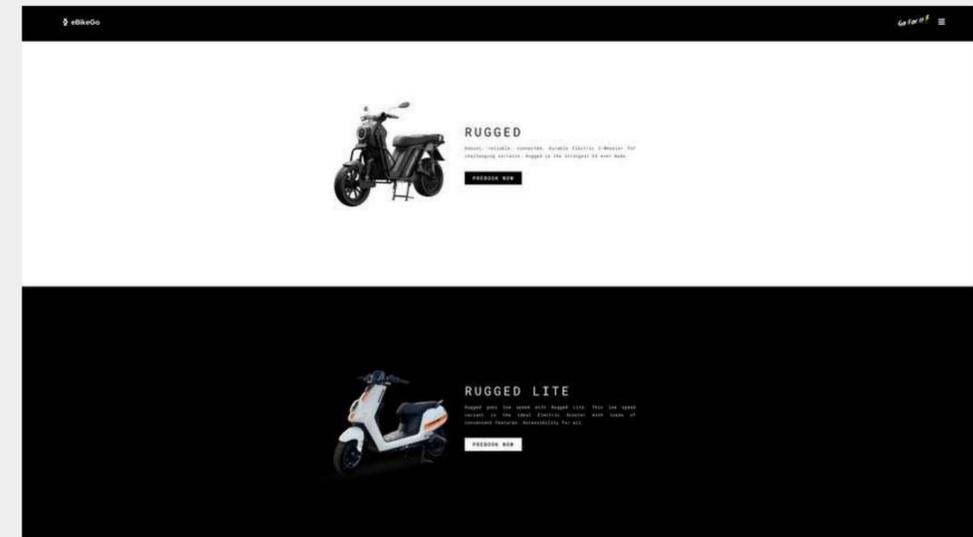
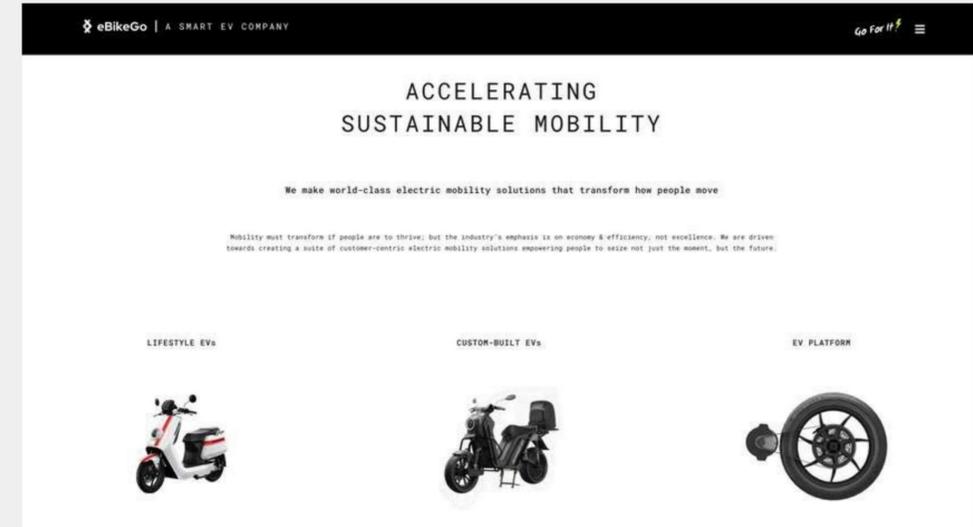
HAVE QUESTIONS?
CONTACT US

**We Understand That
Venture Money Plays An
Important Role In Your
Businesses' Life Cycle.**

SUNICON Ventures is currently working with a number of new businesses spanning various sectors ranging from consumer goods to technology and healthcare. When we find you

or vice versa, we boost our efforts and our funds to give you maximum results for accelerated growth.





SOCIAL MEDIA

#GLOBALFITNESSCHALLENGE

EARTH MATTERS

REGISTER NOW & GET 20% OFF ON YOUR FAVORITE BRANDS AND A CHANCE TO WIN BIG

REGISTER NOW

I am Running

Bhatti Lakes Ultra

50 KMS

Apr. 1 - 4 | Bhatti Mines Asola, Suraj Kund Road, Faridabad

JOHN DOE

Bhatti Lakes Ultra 2021

SEE YOU ON THE RACE DAY

Apr. 1 - 4 | Bhatti Mines Asola, Suraj Kund Road, Faridabad

SIGN UP AND JOIN THE TEAM

11 % OF THE WORLD'S POPULATION

is currently vulnerable to climate change impacts such as droughts, floods, heat waves, extreme weather events and sea-level rise.

SOCIAL MEDIA

A Mangrove Tree Erases 3000 KGs* of Greenhouse Gasses

Adopt a Mangrove

*equivalent to your carbon footprint in 1 year

Help an Indian Tribal Family...

...cook healthier with 30% lesser smoke in their kitchens

\$5 /month Sponsor a Cookstove

One Contribution For the Planet

Contribute to Projects with Real Environmental and Social Impact

- Regular Updates
- Carbon Removal Certificate
- Tax Benefits
- Deals on Green Brands

SWIPE →

"This is Code Red For Humanity"

- United Nation's Report on Climate Change

SOCIAL MEDIA

We Fixed
Elon's Tweet



 **Elon Musk** @elonmusk
Now I'm going to buy McDonald's and fix all of the ice cream machines...

→

FIND JOY IN THE ORDINARY

BECAUSE CHASING THE REMARKABLE THINGS IN LIFE CONSTANTLY CAN GET TIRING.

Abdul Yamin



Insane Opportunity!

if you hang out with the most active people on the planet

#GlobalFitnessChallenge



HOW DID US HUMANS PERFORM THIS

Earth Day?

Swipe to Know →



THIS IS WHY GREEN PRODUCTS COST A TON!!!



Are wildfires a result of **Climate Change?**



YES YES YES YES YES YES



SUUNTO Avail up to 15% OFF on select products

GLOBERACERS PRESENT

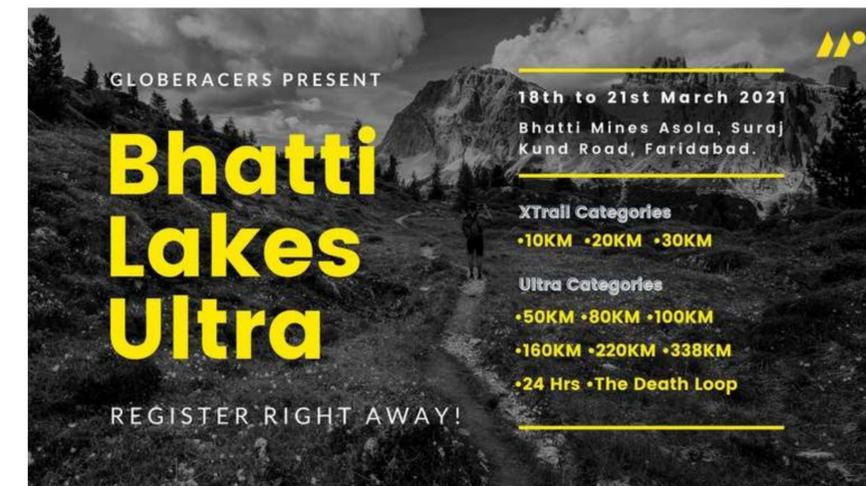
Bhatti Lakes Ultra

18th to 21st March 2021
Bhatti Mines Asola, Suraj Kund Road, Faridabad.

XTrail Categories
•10KM •20KM •30KM

Ultra Categories
•50KM •80KM •100KM
•160KM •220KM •338KM
•24 Hrs •The Death Loop

REGISTER RIGHT AWAY!



Every year, human activities emit
51 Billion Ton.
of Greenhouse Gasses



51 Billion Ton. CO2 = **Cutting 225 Billion trees/yr**

Clearing an area as big as the Amazon Forest



Lowsoot is a platform that helps consumers to move from a **carbon intensive life to a sustainable life** in a data driven manner.

We help individuals **track, reduce & erase** individual's personal carbon emissions with a single app.

CO2 Calculated Till Date
~40 Lakh KGs



The Future

One super-app to integrate climate action **in people's daily life...**



Track
Tracking Footprint "On The Go"



Reduce
By Accepting Green Challenges &
By purchasing carbon neutral products



Erase
By offsetting unavoidable emissions by
funding carbon negative initiatives

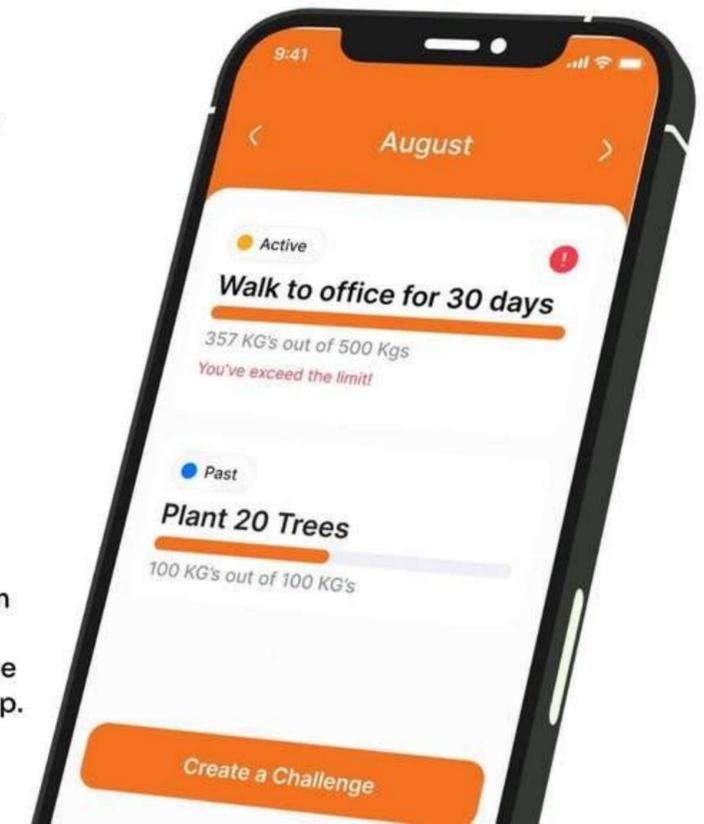
Automated Tracking With daily use consumer apps



Exclusive Rewards for Sustainable Behaviour

Track and offset your carbon footprint on our platform

Receive LT coins that can be use these to win exclusive rewards, sustainable products, experiences on the app.



Your commercial building can be wasting upto

50%

of the total electricity, it consumes.

1. Human Negligence

Solution: Automation

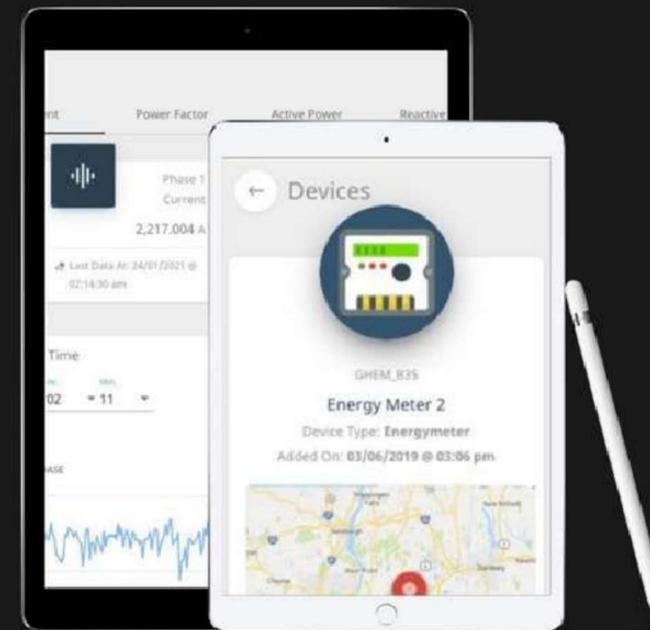
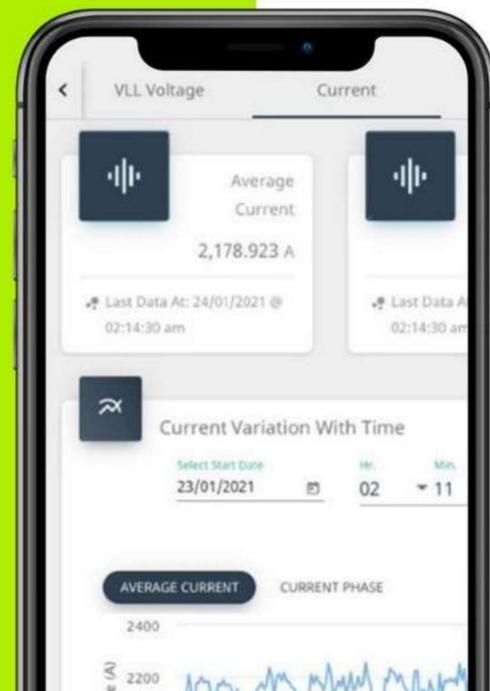
2. Faulty Equipment

Solution: Energy Analytics



Analytics

Data sent by the hardware is shown on a dashboard in the form of rich analytics. You can use this to eliminate electricity wastage due to faulty equipment.



Automation

Using the same dashboard you can also define automations to eliminate electricity wastage due to human negligence.



Your Brand Can Do Better!

in terms of your impact on the planet, increasing the durability, wash cycle and the comfort of your **merchandise & staff uniform**

Poly-cotton as a material is **Problematic for your Brand & The Planet**



20 Polycotton Tshirts



Cutting Down a Single Tree

Our costs are only **15%**

higher than an average poly-cotton manufacturer

But they Ensure **100%**

Organic, Comfortable and long lasting experience



Our Cotton

is Renewable
is Comfortable
Lasts Longer
Helps the Planet



Poly-Cotton

Cannot be recycled
is made of petroleum
will lose its quality quickly
Adds to the phenomena of climate change

Our provided material's green impact is verified by reputed green organisations. *



BE A PART OF THE

The Globeracers Platform



A Community of fitness enthusiasts completing daily challenges in a fun point based system



WWW.GLOBERACERS.COM



How does the user Interact?

Joins the platform & connects their GPS app →

Users can integrate their smart watch data to the platform and get realtime insights on their progress.

Earns Points & Discounts on the platform →

Participating in races will help the user find relevant challenges to complete and avail exclusive discounts.

Stays fit & discovers many fitness brands →

The platform helps the user stay fit and while discovering our partner brands and their products.

WWW.GLOBERACERS.COM



Type of Activities



Ride



Run



Yoga



Swim



Any Trackable activity

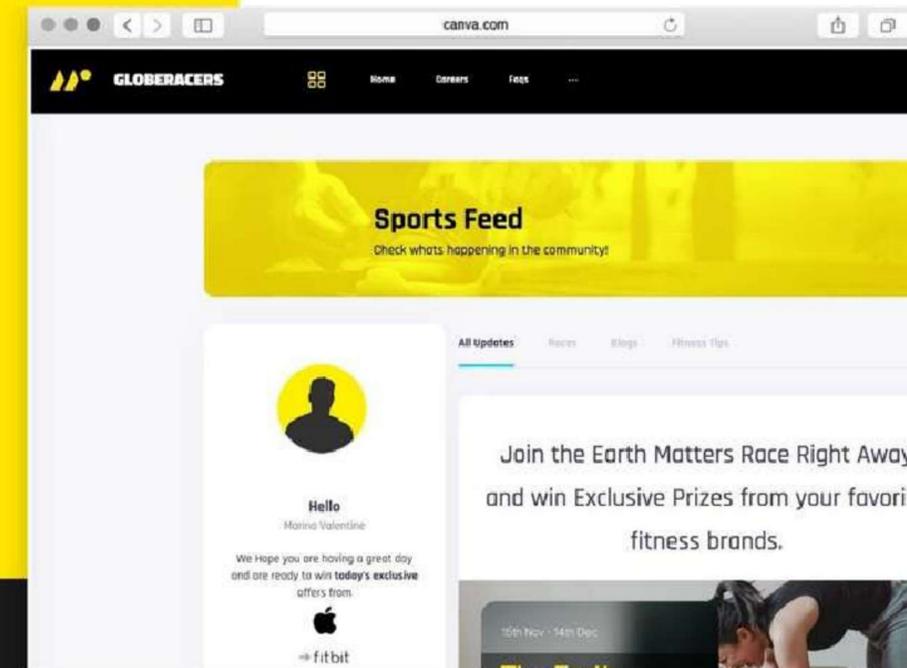
WWW.GLOBERACERS.COM

How can points be earned?

- Activities (data collected via GPS APIs) Adding members to their group who participate in at least one activity
- Buying products.
- Being active for 3 consecutive months
- Participating in events.
- Signing up to coaches' training, nutrition plans, physio sessions.
- Bonus points for Team challenge participation with a minimum of 5 members in the team.
- Blog submission - If accepted for publication they will receive points
- Donating to social causes that are listed on our website.
- Signing up their children (under 14) for kids races. (Kids under 14 can sign up with their parent's account.



WWW.GLOBERACERS.COM





THANK YOU

If you like it you should

NICE OFFER

put a ~~ring~~ on it

socraticmedia.in