

# BRINGING THE WORLD TOGETHER TO FIGHT CHILD-TRAFFICKING

Pitch Deck – short version





## OUR VISION

Is to eradicate  
child-trafficking



## OUR MISSION

Is to raise awareness,  
educate, inform,  
engage the public on  
the child-trafficking  
global pandemic  
vision, and drive our  
mission.



## OUR PURPOSE

Is to create the  
means that will  
empower our vision  
and drive our  
mission

UNICEF description of trafficked children:  
"recruited, transported, transferred, harbored or received for exploitation".





# WHY LUDCI.EU?

## We aim to combat:

- ❏ 30 mm children are being trafficked yearly.
- ❏ Human-trafficking is a 150 EUR billion industry – Financial flows of Human Trafficking.
- ❏ Limited awareness of the child trafficking pandemic.
- ❏ Fragmented industry – lack of a uniform framework, collaboration, and direction.
- ❏ Insufficient research.
- ❏ Limited funding to fight it.

# WHY LUDCI.EU?



## DEDICATED TEAM

Established, awarded Investigative Journalists, researchers and developers on the subject-matter.



## GLOBAL NETWORK

Bringing together a unified network of all IGOs, NGOs, Law enforcement stakeholders to fight and eradicate child-trafficking.



## SOCIAL IMPACT

Value & ethical based approach, coupled with a unique selling proposition, quality of service, honor, transparency, and honesty to save lives.



## AI TECHNOLOGY FOR DATA GATHERING & WRITING

Realising a unified network of all IGOs, NGOs, Law enforcement stakeholders to fight and eradicate child-trafficking.



## VALUE ENHANCEMENT

Existing initiatives and projects that will be made known, publicized, disseminated to create and sustain our Client base.



# OUR SERVICES

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Consulting agency engaging partners to position and deliver the entire cycle of EU Funded projects, including the identification and positioning of experts.

Dedicated communications agency partnering with all businesses to distribute, publicise, and create awareness and pushing for anti-trafficking initiatives.

Comprehensive CSR services assisting any entity and organisation to develop and implement socially responsible practices and initiatives.

Web and app development services to create user-friendly platforms to educate, create awareness and disseminate information.

Educational platform unifying stakeholders through events, galas, reports, publications, videos, training and online courses to tackle child trafficking, while increasing the funds to support the cause.

Media diplomatic service utilizing media-optimized products (e-magazines, e-journals, webinars, courses, publications, videos, podcasts) & an open community forum to raise awareness, disseminate knowledge, and drive anti-trafficking diplomacy.

Media research center collaborating with academic institutions and researchers to produce dedicated research, reports and publications enabling the development of impactful initiatives.





## MEDIA DIPLOMACY

Deliver a dedicated eMagazine, the Headline Diplomat, currently showcasing 230 articles

Manage an eCommunity forum, the Citizen Diplomat that will highlight the opinions, beliefs, and writings of everyday people on human rights, social impact and diplomatic issues.

## EDUCATION & RESEARCH

Produce dedicated publications - The Headline Diplomat (HD) series and online training courses.

The HD series will deliver a series of journals, publications, reports, books engaging different sectors and industries to support the fight against any injustices, including child-trafficking, sexual abuse and exploitation of children, but also other international crises and concerns.

## PRESS RELATIONS

Become the primal press agency of NGOs, non-for-profits, IGOs, Law Enforcement agencies, and SMEs tackling CSR, peacebuilding, civilian conflict, and child trafficking, among other subjects.

Distribute, publicise and enhance all efforts and initiatives aiming to eradicate illegal child labor, child trafficking, child organ selling, child trading, child sexual exploitation.

## GLOBAL STAKEHOLDERS NETWORK

Set-up a global network of members and partners that fund such purposes.

Engage with partners through our media services and yearly Gala to collaborate with one-another.

Develop research, engage in article writing, develop initiatives, raise the necessary funding and investments and publicize/disseminate all efforts through our platform.

## EU PUBLIC AFFAIRS

Set-up a consortium of partners, investors and members.

Participate in relevant bids for international development, human rights, and child trafficking, among other issues.

# SWOT Analysis

A horizontal line connects four circles. From left to right: a light yellow circle with a white 'S', a dark olive green circle with a white 'W', a yellow circle with a white 'O', and a dark olive green circle with a white 'T'.

S

## Strengths

- **Fragmented market:** Monopoly in the market.
- **Online Visibility:** User-friendly website, IoT, NLP & AI optimizations highlighting our digital presence.
- **Authentic, bold, and clear vision of market needs and expertise:** We know what the industry is missing, and it is already backed up with 10 years of research.
- **Competitive market pricing, alongside a non-profit standing.**

W

## Weaknesses

- **Business Growth:** The Founder is the primary investor and adding on various clients and partners to scale the business and foundation part till additional funds are made available to further position our work in the market and expand beyond Luxembourg.
- **Unknown brand name:** Funding would be necessary to sustain our competitive edge and standing.
- **Brand partnerships:** Many cooperations would need to be established to support and scale our work.

O

## Opportunities

- **Market Consolidation.** Plans for expansion are in place to gain a reasonable and strategic market share.
- **Under the radar industry:** Many child trafficking cases are currently being prosecuted.
- **Additional Capital:** Securing additional funding is key to our growth. Investments in LUDCI.eu boost our expansion and connect us with influential investors, whose expertise and networks are essential for our market advancement.
- **Growing market:** An exceptional brand in the marketplace. High potential of growing our reach to our target audiences.

T

## Threats

- **Mimicking services:** Other services may try to mimic our success. We are confident that our proprietary programs will limit the impact of such services on our bottom line.
- **Pushing to stop our service:** Major losses will be incurred to various crime syndicates, cartels, power figures, and organizations currently making a profit using kids.
- **Life/reputation threats:** There may be instances of threatening one's viability and reputation to stop the services. Our well-established network with law enforcement agencies, business networks, and institutions will support and prevail against such threats.

# MARKETING & PROMOTIONAL STRATEGY



360 MARCOMM, WEB & AI TECHNOLOGIES



NEWS & ARTICLES



MONTHLY MAGAZINE. YEARLY JOURNAL, PUBLICATIONS, REPORTS, BOOKS



MONTHLY NEWSLETTER & E-MAIL CAMPAIGNS



WEBINARS, COURSES, VIDEOS, PODCASTS, GALA EVENTS & AUCTIONS



PUBLIC RELATIONS & SOCIAL MEDIA CAMPAIGNS



EU FUNDED PROJECTS





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EU COUNTRIES REPORTED  
15, 846 VICTIMS OF  
HUMAN TRAFFICKING  
BETWEEN 2013 AND 2014



# HUMAN TRAFFICKING STATISTICS

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CHILD TRAFFICKING HAS  
SURPASSED 26.9 MILLION  
CHILDREN

21 MILLION PEOPLE ARE TRAPPED IN  
FORCED LABOUR OR SLAVERY

ONE IN FOUR ARE UNDER THE AGE  
OF 18

1.2 MILLION CHILDREN ARE  
TRAFFICKED EACH YEAR TO  
BECOME SEX SLAVES

# THANK YOU!



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