



X

TEAM WORKER BEES

# MEET THE TEAM



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THE ASK

GET

TO

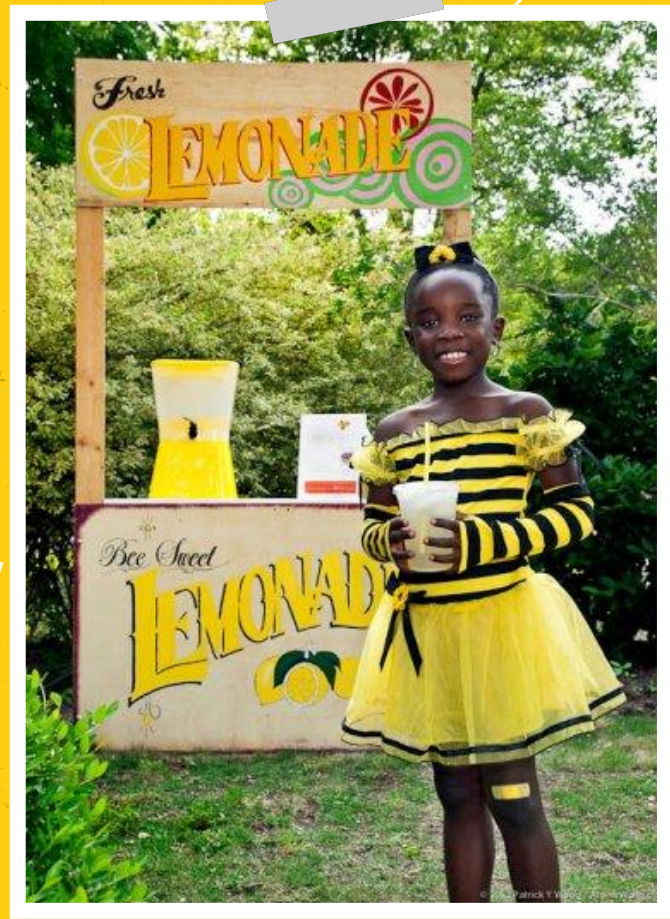
**GROW AN ENGAGED GEN-Z  
AUDIENCE OF 50K-500K TO  
BEE-LIEVE IN ME & THE BESS  
MISSION ON TIKTOK**



BUT FIRST



# MIKAILA'S STORY



# TIMELINE

**FROM GETTING  
STUNG BY A BEE**

**FALLING IN LOVE  
WITH BEES**

**STARTING HER  
BUSINESS**

**A MISSION TO SAVING  
THE BEES THROUGH  
HER BUSINESS**

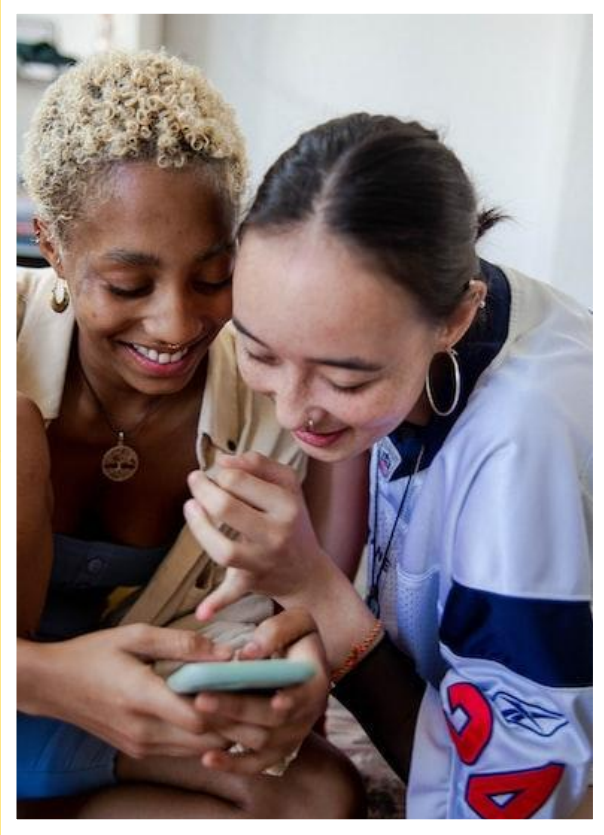
**CREATING SUCCESS  
THROUGH  
INSPIRATION**

**BEE-ING 18 YEARS  
OLD & FEARLESS**

**AN AMAZING TALE ABOUT A COURAGEOUS YOUNG WOMAN ON A QUEST TO HELP HER FRIENDS.**

# OUR GEN-Z AUDIENCE

(A.K.A THE FUTURE BEELIEVERS)



# GEN-Z DEMOGRAPHIC

FEEL UNCERTAIN

- **Control is key in the battle against uncertainty.** Faced with uncertainty caused in part by the COVID-19 pandemic and dramatic increases in inflation, it's no surprise that Gen Z adults feel uncertain about their futures and express a desire for more control over their life circumstances. Offering them a sense of agency, even small ones such as a daily journaling ritual or a beverage that boosts mental clarity, will resonate with Gen Z by helping them regain a sense of control in their lives.

LACK CONFIDENCE

- **Gen Z is in a transitional period of their lives.** Whether in school or just starting out in their careers, a large portion of this generation are not yet financially independent and working on developing themselves. As such, they will be keen for educational advice that helps build their confidence when making the next major steps in their lives, including purchasing a car, getting a new job or simply preparing a healthy meal for themselves.

NO CONTROL IN THEIR LIVES

Source: Mintel (Marketing to Gen-Z)

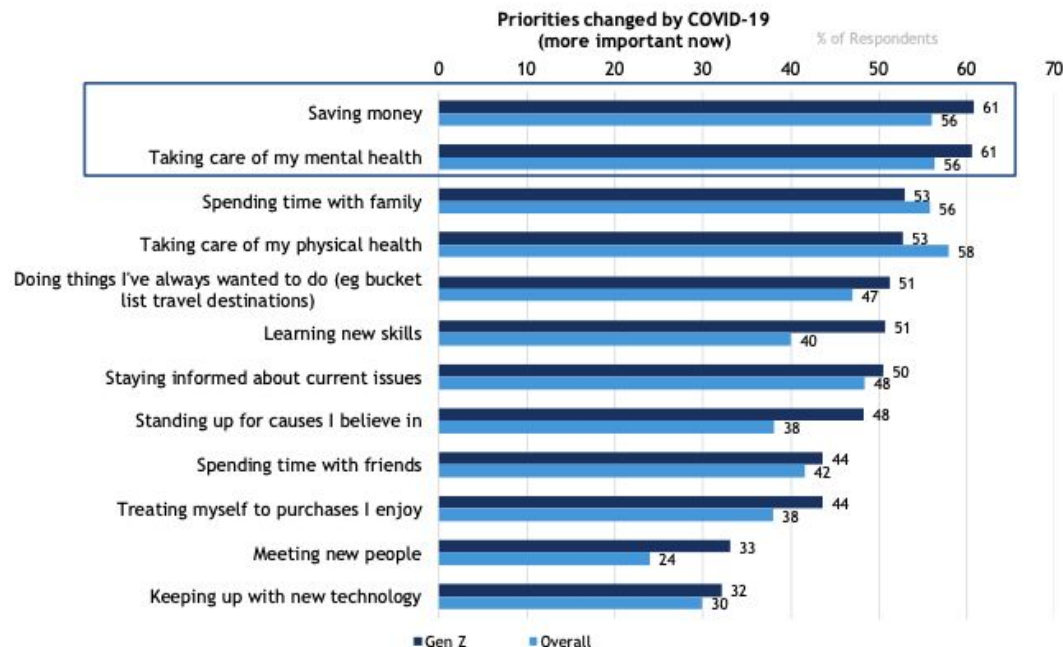


## TOP PRIORITIES

# TAKING CARE OF THEIR MENTAL HEALTH

FIGURE 1: PRIORITY CHANGES SINCE THE COVID-19 PANDEMIC, GEN Z VS OVERALL, 2022

*"How important are each of the following to you now compared to before the COVID-19 pandemic (ie prior to March 2020)?"*



Base: 3,000 internet users aged 18+

Source: Kantar Profiles/Mintel, February 2022



**THEY ARE**

**× FIERCE!!**



# GEN-Z

**HAS A  
HISTORY OF  
ACTIVISM**

**CARE ABOUT  
THE  
ENVIRONMENT**

**LIVES ON  
THEIR OWN  
TERMS**





**WHAT HAPPENS WHEN**

**TWO WORLDS COLLIDE?**



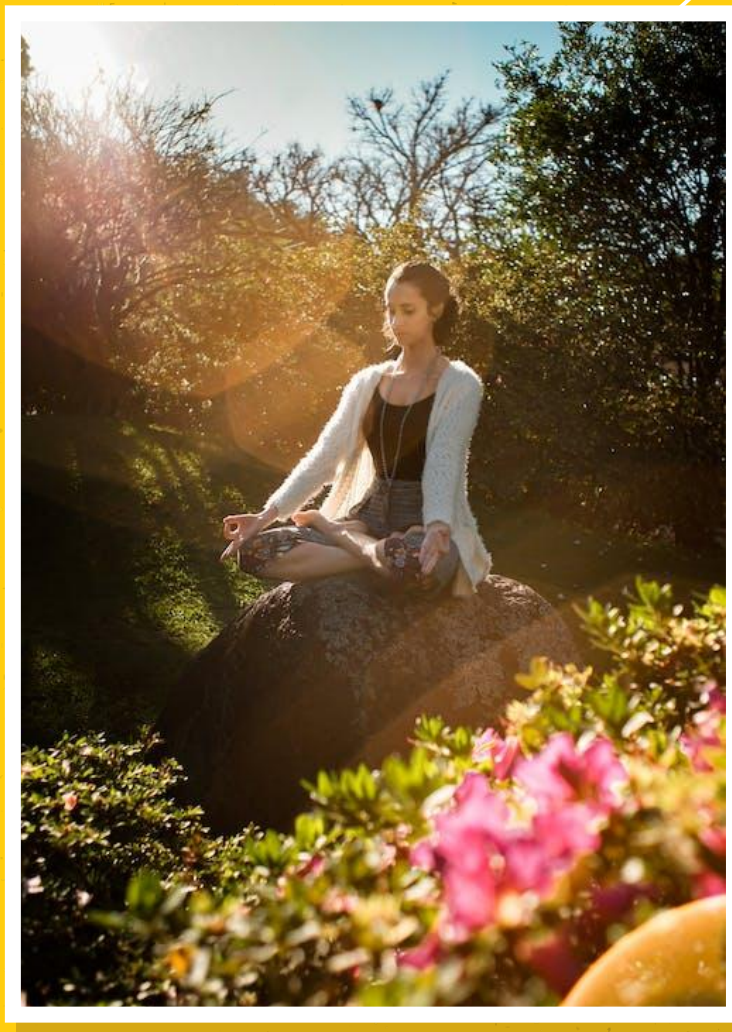
**CLARITY**




A young Black woman with braids is speaking into a microphone on a stage. She is wearing a dark, sleeveless dress. The background is dark with some stage lights visible. The text "GEN-Z HAS SOMEONE TO LOOK UP TO" is overlaid in large, bold, yellow letters with a black outline.

**GEN-Z HAS SOMEONE  
TO LOOK UP TO**

# STRATEGY





THE HOW

POSITION MIKAILA & THE BEES AS A  
LEADER FOR GEN-Z TO  
**GAIN CLARITY, FIND PURPOSE &  
IMPROVE THEIR MENTAL HEALTH**  
CREATING A HIVE OF **#BEELIEVERS**





**BEE GREEN**

**BEE INSPIRED**

**BEE FREE**

## ENVIRONMENT

Informational content about the bees; why these small creatures are so important to the environment, to the world & to Gen-Z. We'll emphasize that just like them, bees may be small but have a huge impact!

## STORY

Using Mikaila's story to inspire Gen-z to take action in their own way. Encouraging them to take on social responsibility and build their way to success.

## LIFESTYLE

Lifestyle content pieces that convey the different ways Gen-Z can prioritize their mental health through fitness & food.

# CONTENT PILLARS

**BEE FREE**

Post-Workout Lemonade

Healthy Honey Recipes

**BEE INSPIRED**

Ready to Be

Believe

**BEE GREEN**

Don't Be Scared

Bee Smart

C  
O  
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#SAVETHEBEES #MEANDTHEBEES

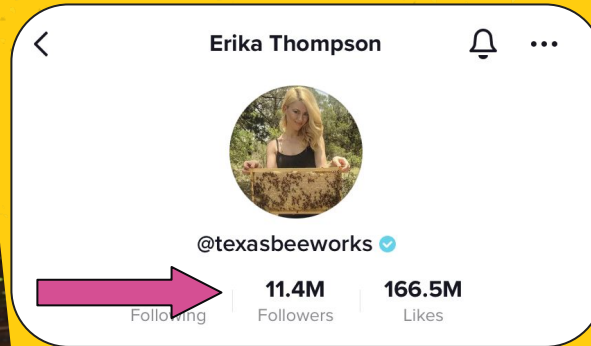


**BEE GREEN BECAUSE**

**THE WORLD STILL  
NEEDS BEES**

# BEE GREEN: DON'T BE SCARED

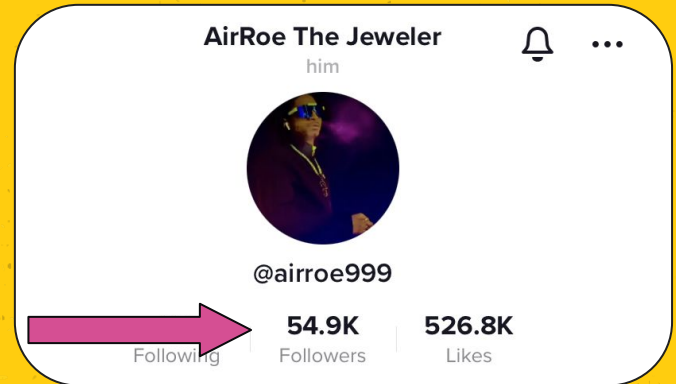
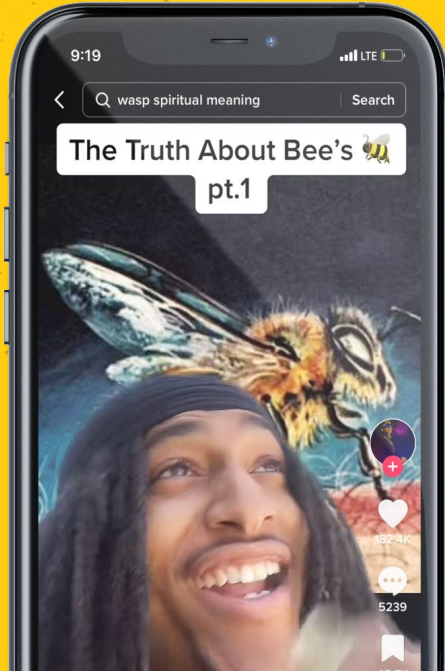
Mikaila reaches Gen-Z audience members with her shockingly fearless attitude amidst “terrifying” bees in an attempt to spread bee awareness





# BEE GREEN: BE SMART

Educational content that spreads awareness about the impact bees have on the world's food economy and their evolution



A diverse group of five young professionals (three men and two women) are smiling and posing together in a modern office setting. They are dressed in casual business attire. The background shows large windows and office furniture. The text is overlaid on the image.

**BEE INSPIRED BECAUSE**

**GEN-Z WANTS TO  
BE SUCCESSFUL!**



#READYTOBEEPURPOSEFUL

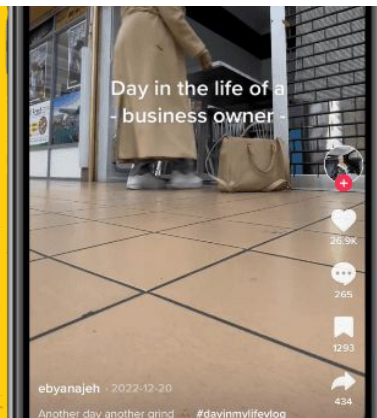
# BEE INSPIRED: READY TO BEE

A set of videos where Mikaila shares parts of her personal life to give viewers a taste of what it's like to be a successful entrepreneur, inspiring them to be the same

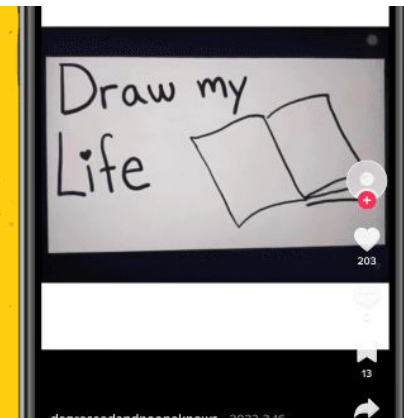
## GET READY W/ ME



## DAY IN THE LIFE



## DRAW MY LIFE



#BEEBELIEVER

# BEE INSPIRED: BEEELIEVE

Mikaila shares personal moments and accomplishments on her entrepreneurial journey. Remixing old videos and interviews to inspire others and show how they can start their own social enterprise

## Teenage entrepreneur visits Broward school with inspiring message for students



MIKAILA ULMER  
FOUNDER/CEO ME & THE BEES

## 'I Was Dreaming Big': Meet the Teen Millionaire Whose Lemonade Brand Inked an \$11 Million Deal with Whole Foods

By Nicole Duncan-Smith | Published on: July 13, 2022 | Comments (0)

## How This 11-Year-Old Turned Something Scary Into Something Sweet

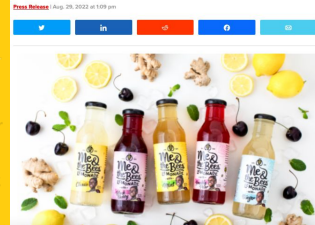
Mikaila Ulmer turned her fear of bees into something sweet. After reading up about the dangers of bees, she decided she wanted to take action.



Entrepreneur Mikaila Ulmer is on Shark Tank on March 17 to give her national lemonade brand a shot. It started when she was just 11 years old.



## Me & the Bees Lemonade Celebrates National Black Business Month by Buzzing Into Even More Distribution Points



A young woman with curly hair is sitting in a meditative pose in a grassy field. The background is a warm, golden sunset with soft light rays. There are stylized yellow lightning bolt graphics in the top left and bottom right corners.

**BEE FREE BECAUSE**

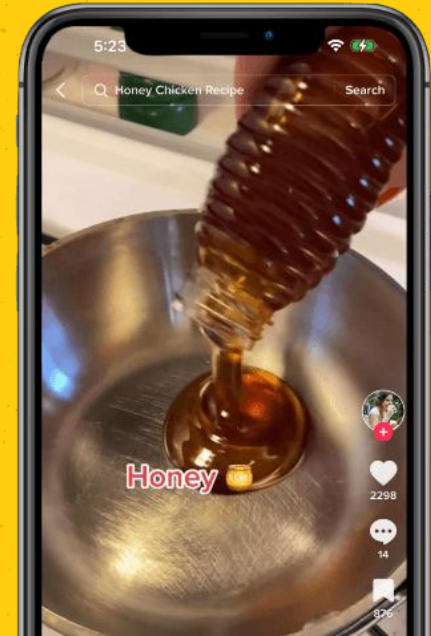
**GEN-Z PRIORITIZES  
MENTAL HEALTH**





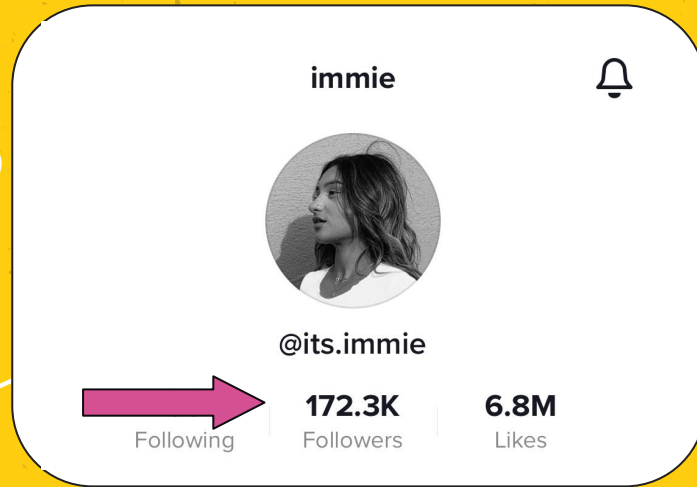
# BEE FREE: HEALTHY HONEY RECIPES

Gen-Z struggles finding healthy recipes for a sweet snack. Let's expose our audience to the wonders of healthy eating and how easy it actually is. These recipes can be taken from the website (i.e. Black Cherry Crush Popsicles) or we can collaborate with other creators who love to showcase their wonderful honey/lemonade recipes



# BEE FREE: POST WORKOUT LEMONADE

The brand shows Gen-Z a healthy balance between work-life and fitness while promoting her all-natural beverage as a post workout sensation



HEALTHY BODY → HEALTHY MIND

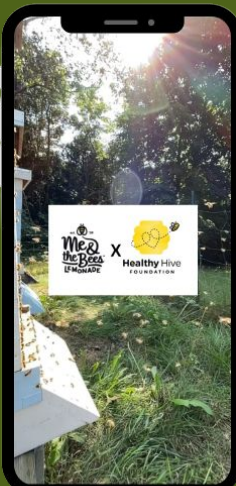


# DOES MIKAILA HAVE TO BECOME AN INFLUENCER?





MON



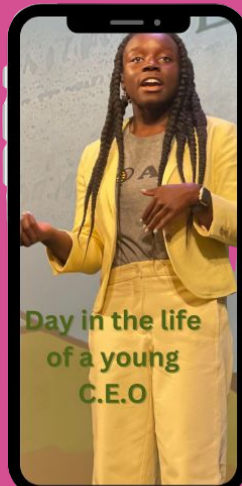
JUSTICE FOR BEES

**Caption:**

While these small creatures might seem terrifying at first, they're actually wonderful for us and our environment  
#savethebees  
#beekind

BE GREEN

TUES



DAY IN THE LIFE

**Caption:**

Being able to speak at the Women's Fund again was an honor. I loved meeting some of you and hearing your inspiring stories  
#beethechange

BE INSPIRED

WED



MOCKTAIL RECIPE

**Caption:**

Summer calls for a refresh so enjoy this Love to Lavender Cocktail Drink. It's bound to keep you cool!  
#lovetolemonade

BE FREE

THUR



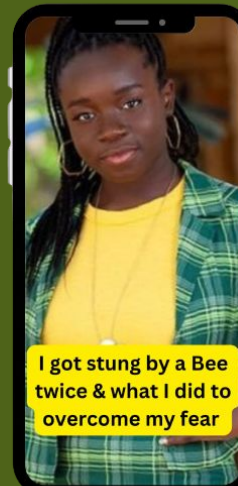
#BUSINESSTIP THUR

**Caption:**

A social enterprise requires some elbow grease, but in order to #beethechange it's necessary. Let me know which business tip is your favorite below!

BE INSPIRED

FRI



STORYTIME

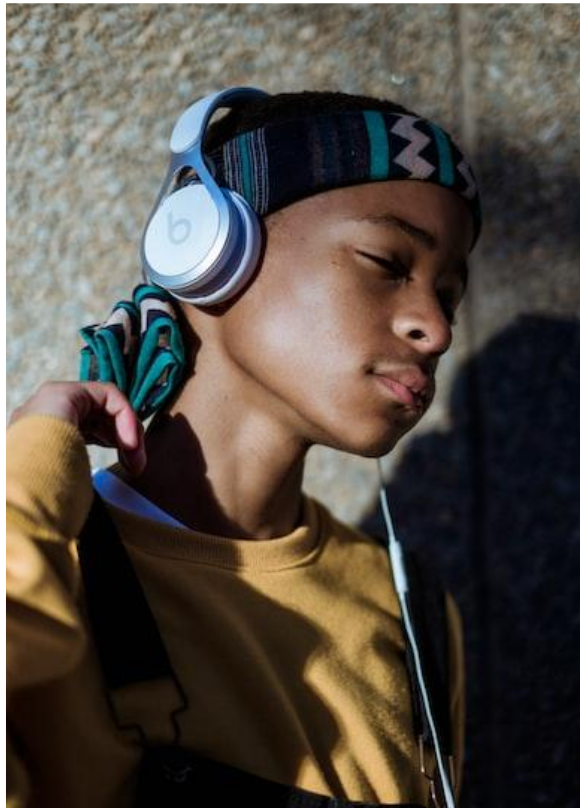
**Caption:**

While these small creatures might seem terrifying at first, they're actually wonderful for us and our environment  
#savethebees  
#beekind

BE GREEN

WEEKLY CONTENT CALENDAR  TikTok

# BEYOND THE PLATFORM





**BEE  
CONNECTED  
W/ BUMBLE**





# WHY BUMBLE?

BEE ADVOCACY



X

DATING APP







est.  '09  
**Me &  
the Bees™**  
**LEMONADE**



 **bumble**

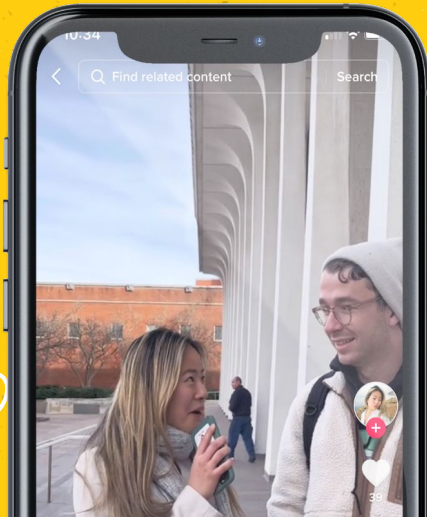
**BUILDING CONNECTIONS & RELATIONSHIPS**

# BEE CONNECTED: BEES ON THE STREET

Encourage students to sit down, get to know each other, and enjoy Me & the Bees lemonade.

## TRIVIA

Educate and connect Gen-Z through entertaining bee-fact quizzes on TikTok.



## DATING

Bumble Campus Ambassadors create connections through a speed dating events!





# **BEE CONNECTED: BUILDING COMMUNITY**

**YOUR STORY REACHING MILLIONS!!**

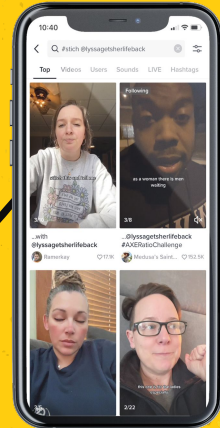
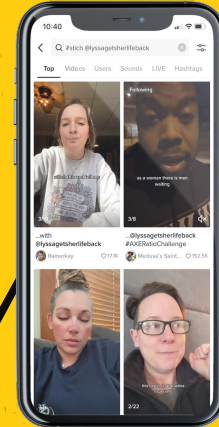
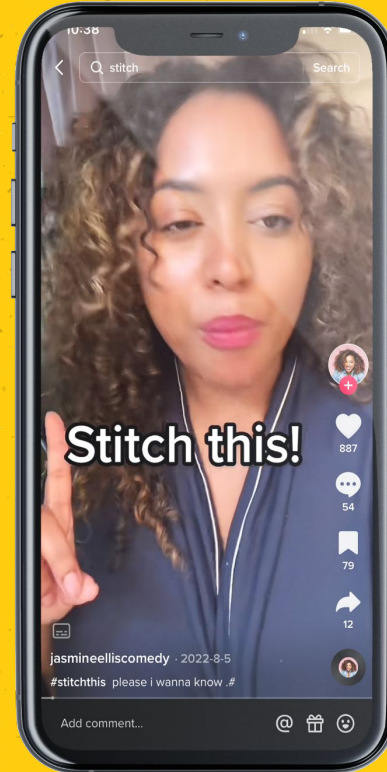
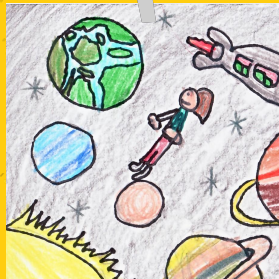


# BEE CONNECTED: BUILDING THE COMMUNITY

Users are asked to stitch to a TikTok sharing their first big idea as a kid.

Goal is to encourage community engagement.

Invite users to participate by using the challenge hashtag and stitching to the original video.





A young girl with dark skin and hair, wearing a yellow headband and a blue denim jacket, is smiling and holding a bottle of lemonade. The bottle has a label that reads "BEE SWEET" and "LEMONADE" and features a cartoon illustration of a girl with a flower in her hair. The background consists of wooden crates filled with lemons and oranges.

**MORE TARGETED MESSAGING**  
**HUGE IMPACT**





# THANK YOU!

For any questions please email [pitch@teamworkerbees.com](mailto:pitch@teamworkerbees.com)

