



PORTFOLIO DECK

**Animal Ethics,
Purpose-Driven,
Climate-Aligned and
Built for Impact**



CONTENT

03

ABOUT LEAN IN STRATEGY

04

OUR WORK

06

OUR WAY OF WORKING

08

OUR PORTFOLIO

16

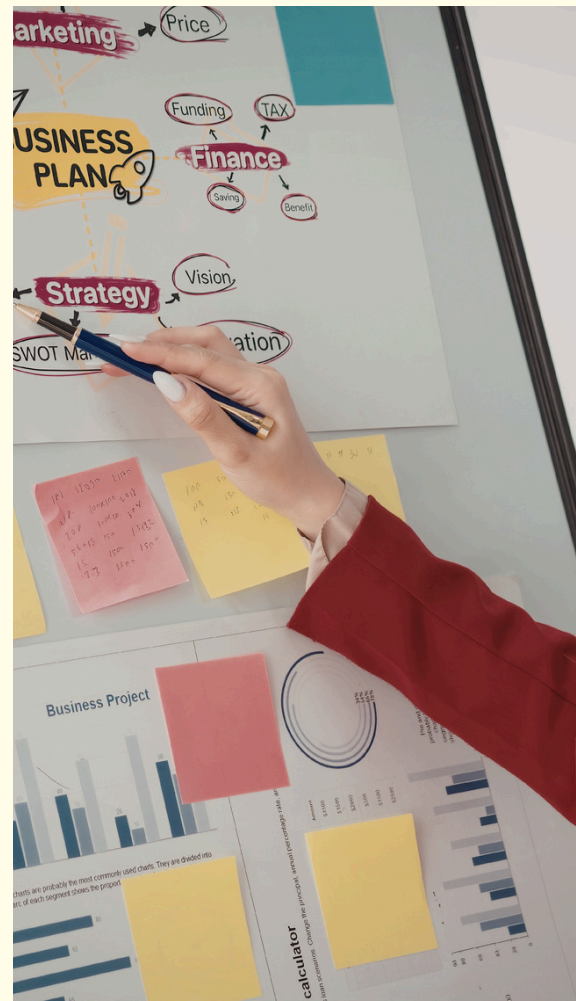
CONTACT



LEAN IN
STRATEGY

HI, I AM SHIKHAR

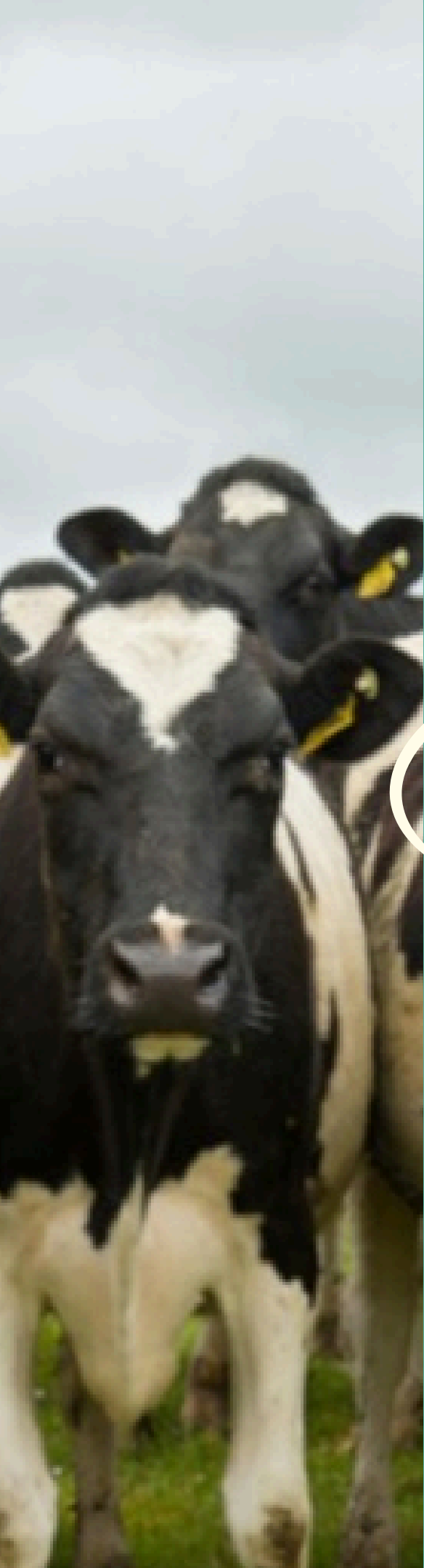
I am the founder of **Lean In Strategy**. As a long-time vegan advocate, I power different vegan brands by enhancing their **brand strategy, business development and social media presence** - whether in community, FMCG, animal rescue or advocacy space. With an extensive corporate experience, I focus on data-driven, evidence-based approach to generate revenues. Connect with me on [LinkedIn](#).



OUR MISSION

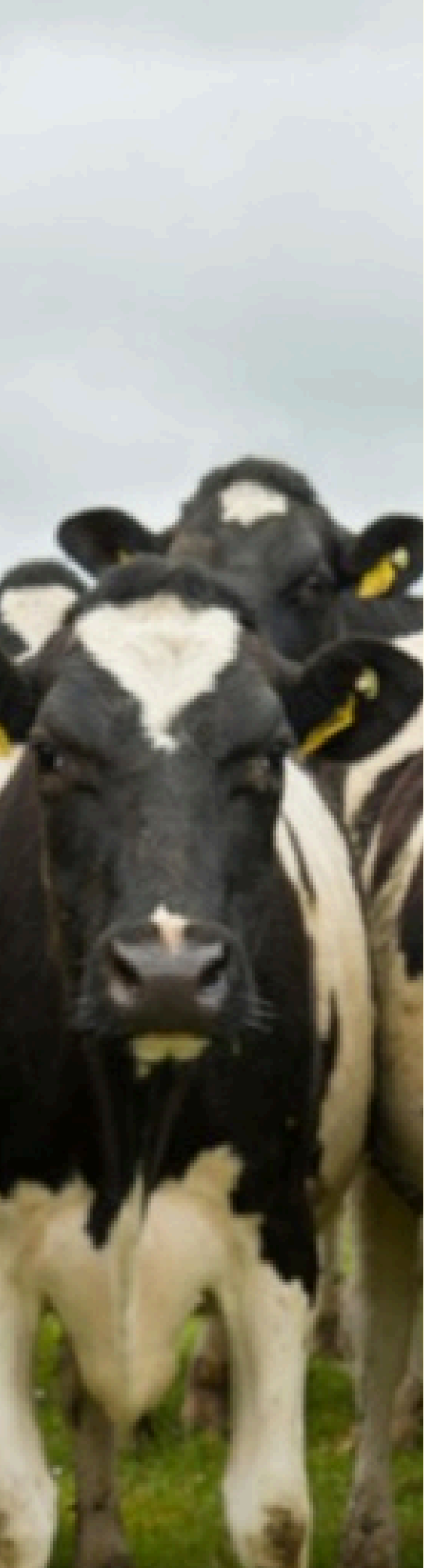
- Turn vegan brands from mission-driven into **revenue generating** companies
- To **build stories** for brands that last for a long span thus improving customer recall
- Present **striking visuals** that bring a brand's ethical vision to life
- To keep **selling at the core** of what we do without selling out





WHAT WORK DO WE DO?



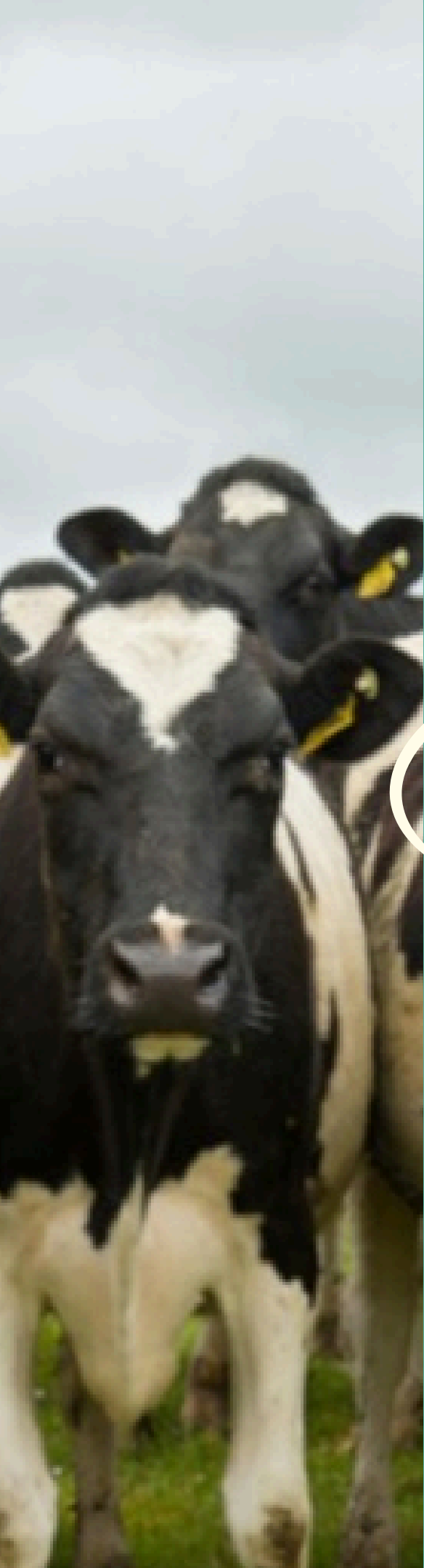


Disrupting Animal Agriculture through
Community building | Great alternatives
Policy level-changes | Evolving awareness

With **Lean In Strategy**, we build narratives to win allies, support and funds

- 
- **Narrative Building:** We shape your message on social media and other channels to drive 3X more engagement.
 - **Stand Out:** We refine your branding to boost recall by 60%.
 - **Quick Execution and Analysis:** We focus on launching campaigns 2X faster than usual, so that we can gather more data and lead to quicker refinement.





WHAT IS THE WAY WE WORK?



Focusing simultaneously on processes, execution and results

Understand → Strategise -->
Execute → Enable Outcomes

Understand

Brand

Story • Ethics • Values • Identity

Audience

Segmentation • Targeting • Positioning

Business Objective

Growth • Revenue • Community • I

Define

Problem Statement • Strategic Approach

Strategise

Positioning

Niche • Message • Offer

Go-To-Market

Channels • Campaigns • Partnerships

Execute

Content

Curation • Calendar • Distribution

Community

Platforms • Events • Support

Business Dev

Leads • Outreach • Follow-ups

Tech + AI

CRM • Automation • Analytics

Ops

SOPs • Ownership • Cadence

Enable Outcomes

Clarity

Reiterations

Demand

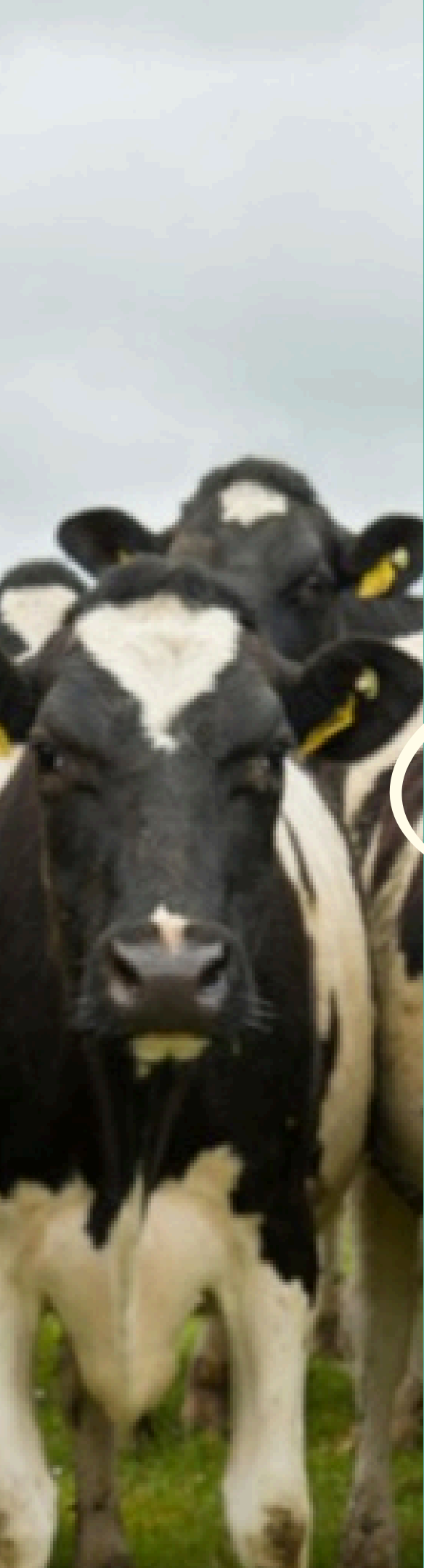
Traction

Conversion

Growing User-base

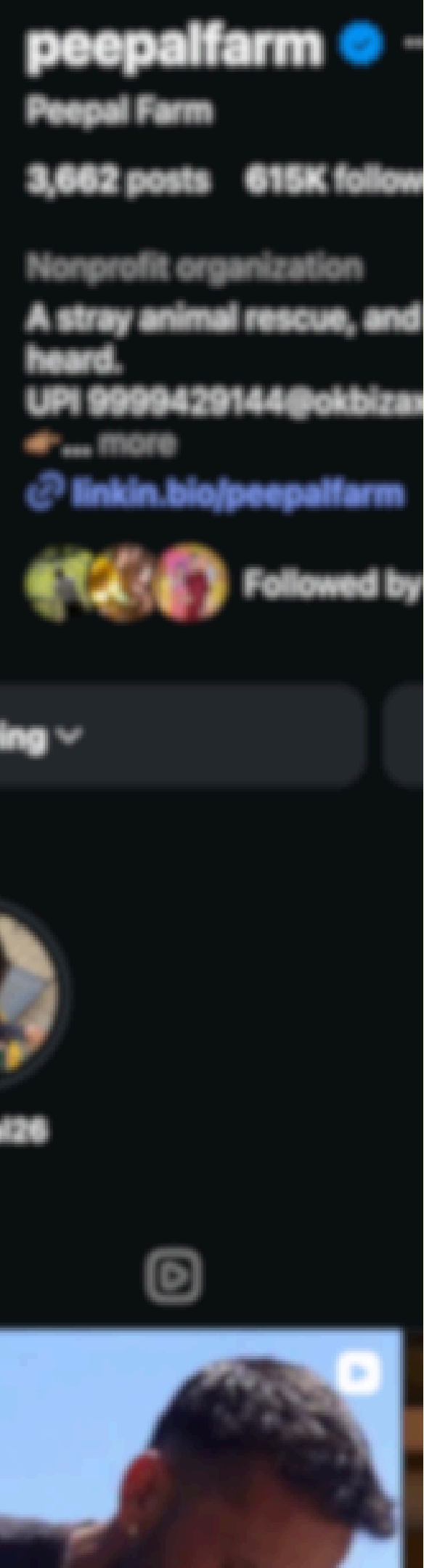
Scalability





PORTFOLIO OF OUR WORK

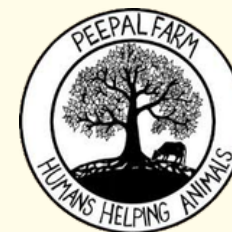




Spreading veganism through public participation

Social media reels and videos | animal rescue stories
Participation in public legislation

PEEPAL FARM

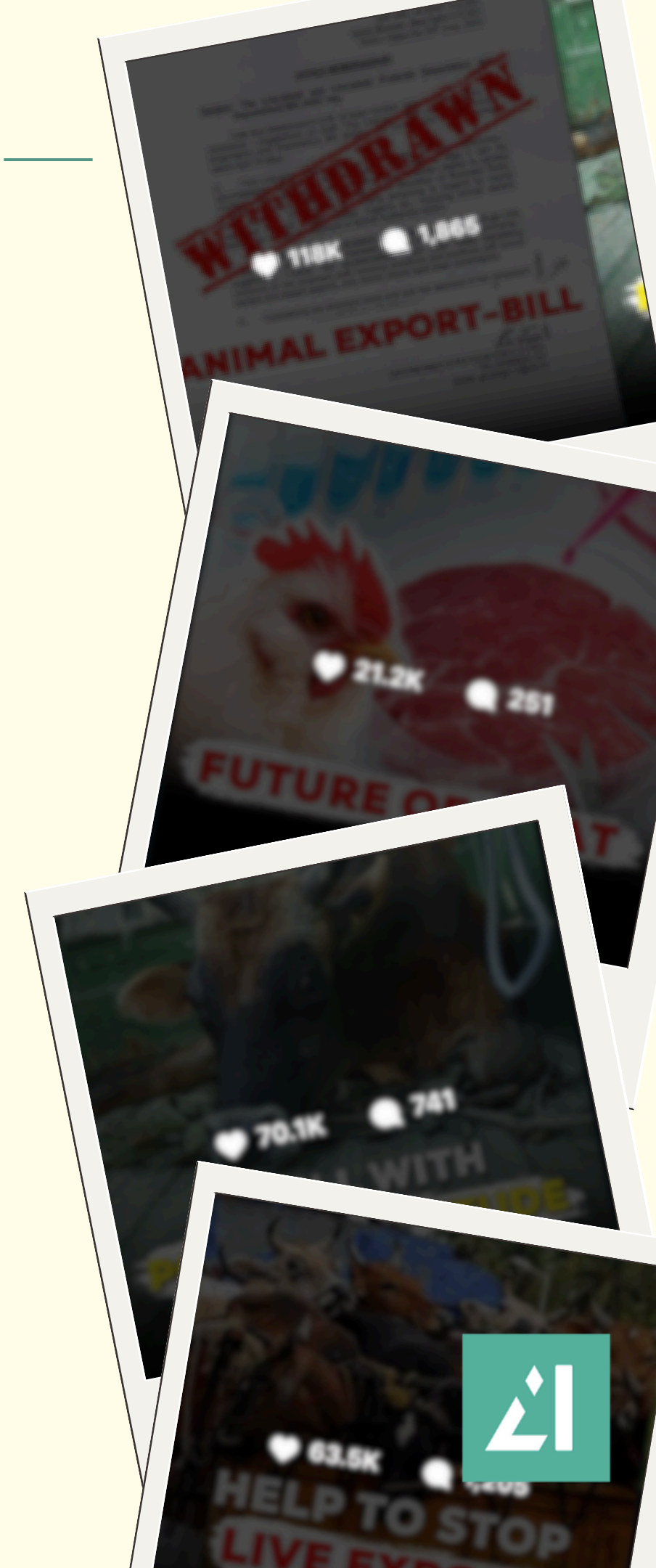


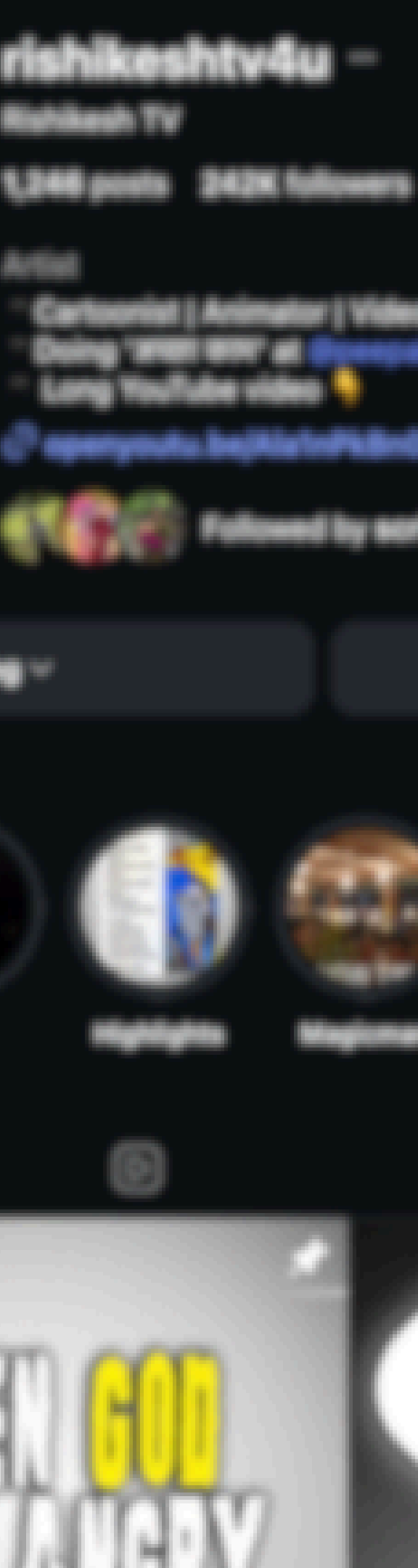
Increased social media engagement, public donations and policy level influence

About : Peepal Farm is an animal rescue center in India that annually rescues 1000s of animals, and also spreads awareness on veganism through narrative-based vlogs, reels and animations.

Objective of Our Work: Introduce new ideas for reels, enhance public relations for increased donations, create pipeline for new corporate funds and make Peepal Farm more mainstream.

Outcome: 200,000 growth in followers in 6 months; increase in donations by 15% through engaging social media stories; new pipeline of 55 organisations for CSR donations; successful public-pressure campaign to force the government to withdraw its live-animal export bill.





Social change through animations

Brand integration
Entertaining animations

RISHIKESH TV

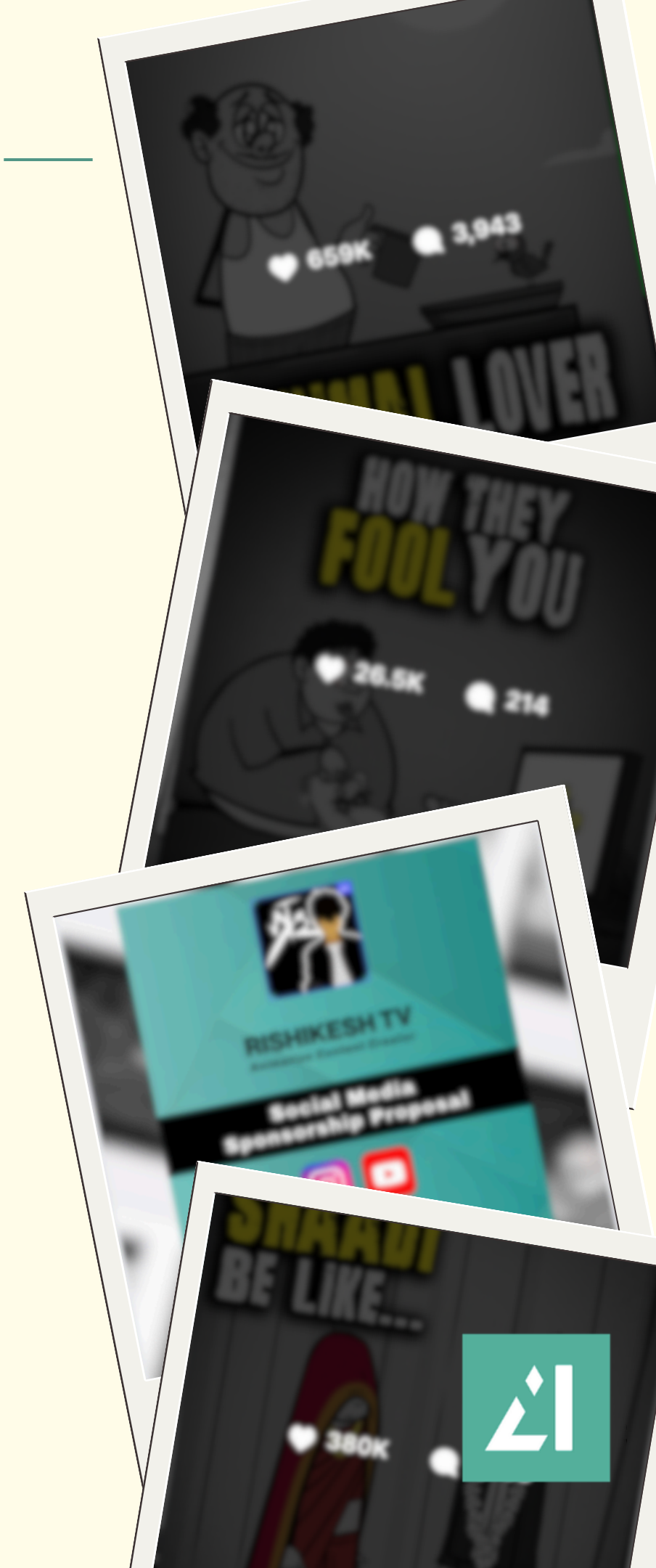


Generating brand deals

About : Rishikesh TV is an animation channel on Instagram and YouTube that publishes 30-60 second long videos that are entertaining, engaging and satirically bring up social issues.

Objective of Our Work: Bring brand deals for Rishikesh TV to fund the channel's annual target of USD 50K.

Outcome: Profiled 60+ global plant-based brands aligned with the channel's ethos; designed sponsorship frameworks that deliver commercial value while enabling the channel's creative freedom.



Advocacy through community

Community building
Online educational events

THE VEGAN COMMUNITY

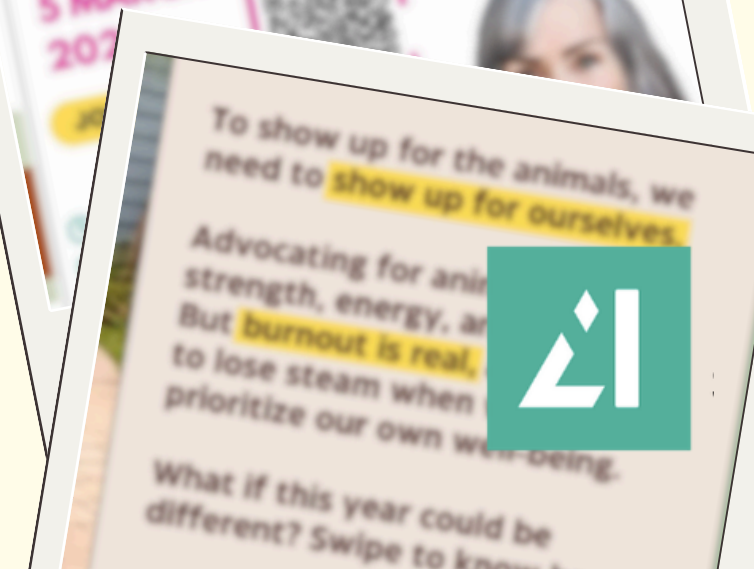


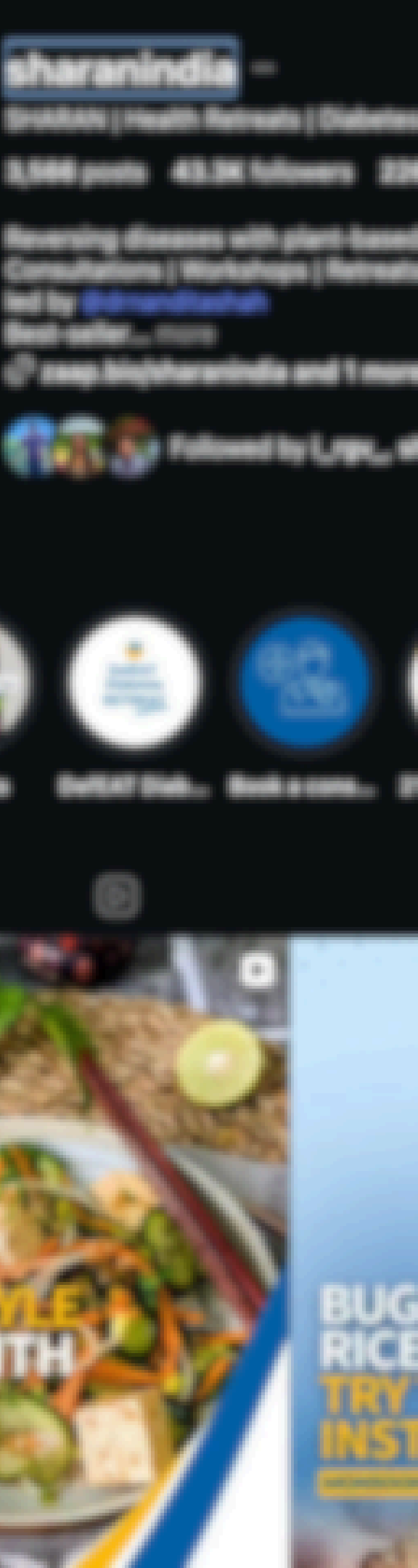
Building an online community of vegans, for vegans, promoting veganism

About : The Vegan Community is an online platform whose goal is to unite vegans on one platform under the pillars of health, ethics, environment and spirituality.

Objective of Our Work: Launch the platform to increase its userbase while establishing the platform's niche.

Outcome: Conducted 12 online webinars on The Vegan Community platform that featured prominent vegan advocates like Dr. Neal Barnard, Linda Middlesworth, Dr. Michael Klaper, Miyoko Schinner, Dr. Sailesh Rao, etc. leading to an attendance of more than 1000 participants.





Health and recovery through food

Informational videos
Performance marketing

SHARAN

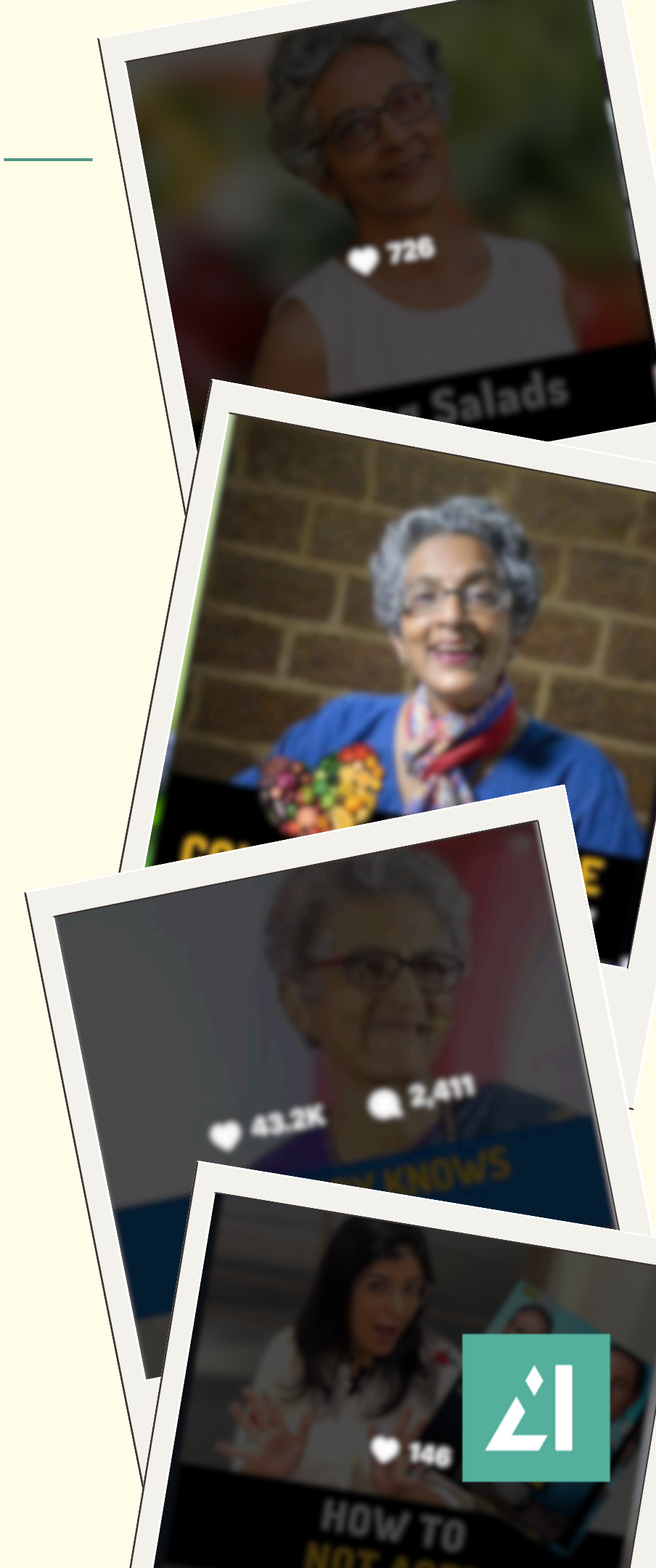


Enabling more people to adopt WFPB lifestyles

About : SHARAN is a consortium of doctors, health professionals and nutritionists whose goal is to reverse lifestyle diseases through a whole-food plant-based lifestyle.

Objective of Our Work: Publish social media reels to promote WFPB health awareness, increase sign-ups, and increase collaborations.

Outcome: Published 90+ videos, led to sign up of 800+ customers and sold retreats worth USD 50,000 through social instagram and whatsapp marketing.



VEGANDAY

Establishing the marketing platform

About : VeganDay is an Indian plant-based milk company that sells its patented milk-paste available in various base-flavours

Objective of Our Work: Establish the brand's online identity to develop the brand's presence.

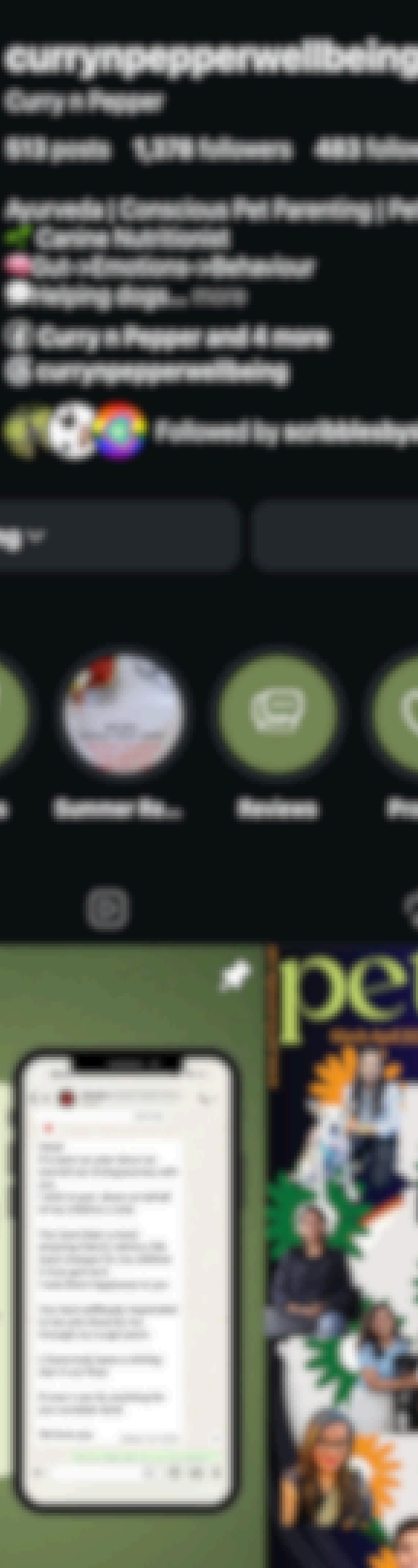
Outcome: Launched dozens of videos to establish the brand's voice and created a pipeline of dozens of cafes in Goa, India to introduce the product in their menus.

Plant-based milks

Launching the product
Building market credibility

veganDay™





Introducing vegan diets for dogs

online awareness
offline awareness

CURRY N' PEPPER

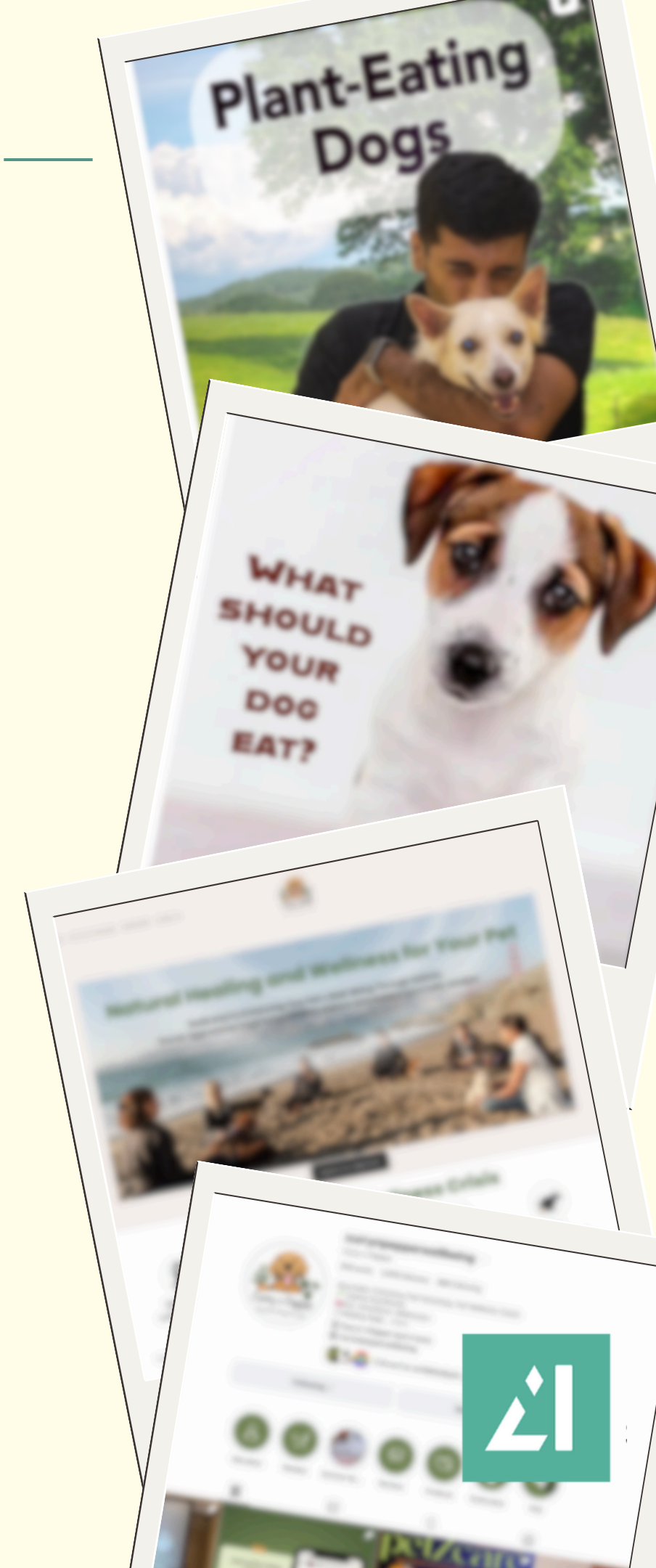


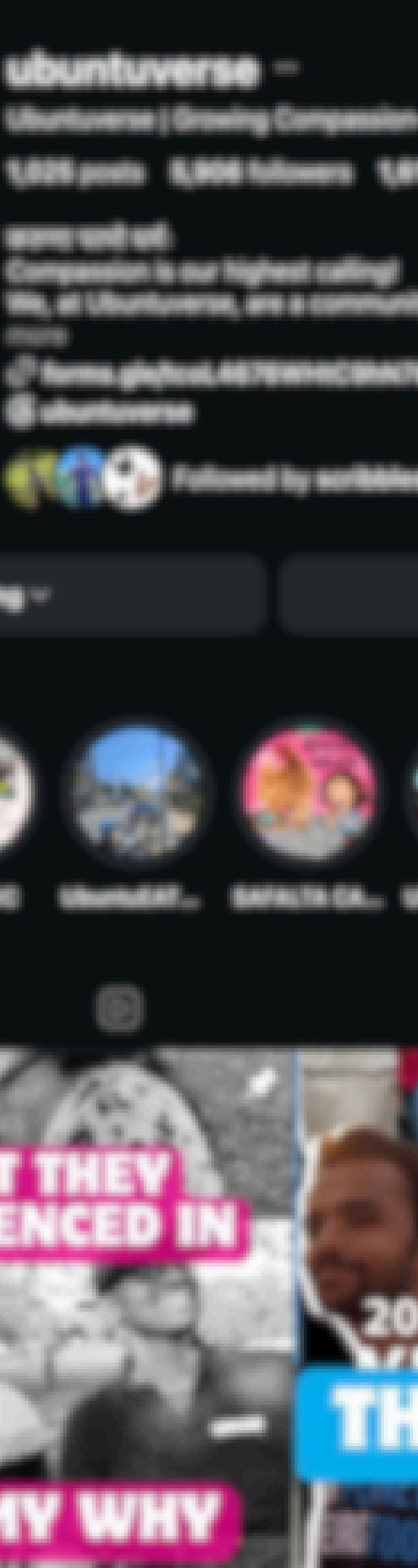
Promoting plant-based diets among dog parents

About : Curry N' Pepper creates plant-based nutrition and diet plans for dogs to enable them to live healthier, longer lives, guided by nutritional science.

Objective of Our Work: Create awareness among the public that dogs too could live healthily without consuming animal products.

Outcome: Published multiple videos online to raise awareness about plant-based dog diets leading to 30K+ views; represented the brand at multiple on-ground market stalls to sell herbal dog products and treats, collected database of 200 interested dog parents to get them to sign up for a 6-month consultation program





Introducing vegan diets for dogs

online awareness
offline awareness

UBUNTUVERSE

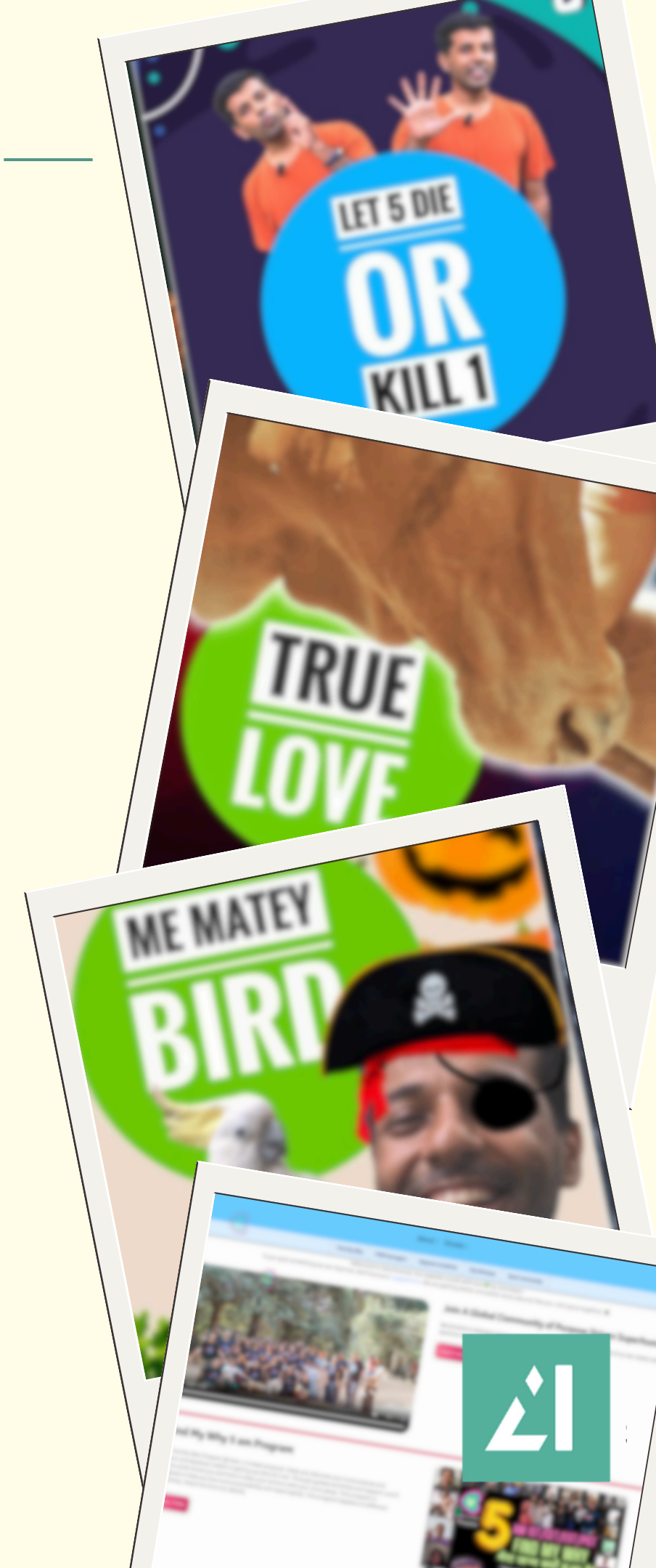


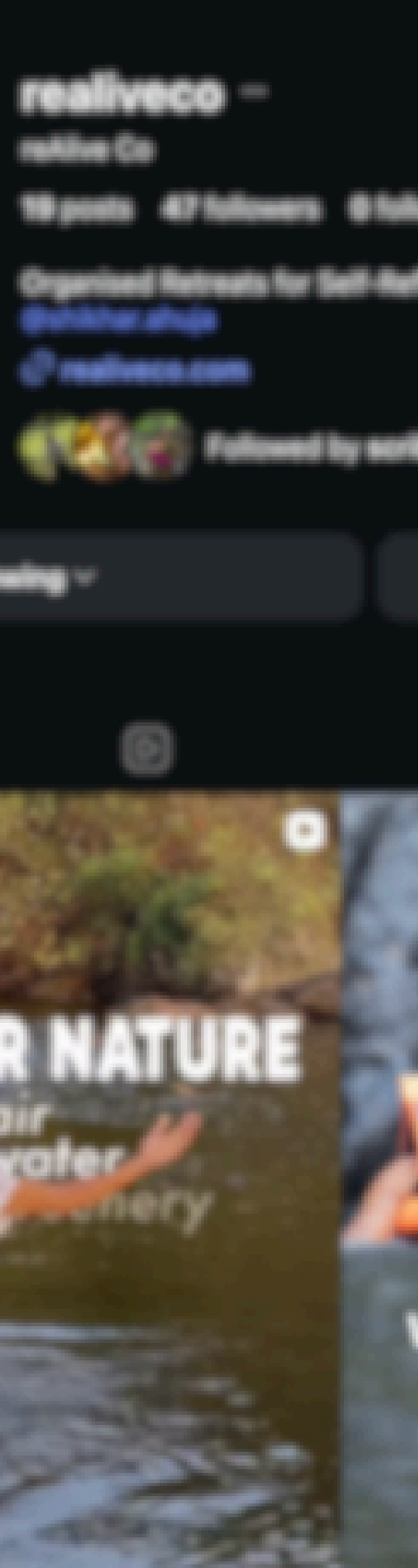
Promoting plant-based diets among dog parents

About : Ubuntuverse is a community of vegans who advocate through plant-based community potlucks, find my why program, online advocacy, and the Ubuntu Eat vegan cafe.

Objective of Our Work: Build the foundation for the upcoming Ubuntu Community through social media.

Outcome: Published 35+ reels with Ubuntu Cafe, with 20% of reels crossing 10K+ views despite a low subscriber-base of 2K.





REALIVE CO

End-to-end ownership of the organisation



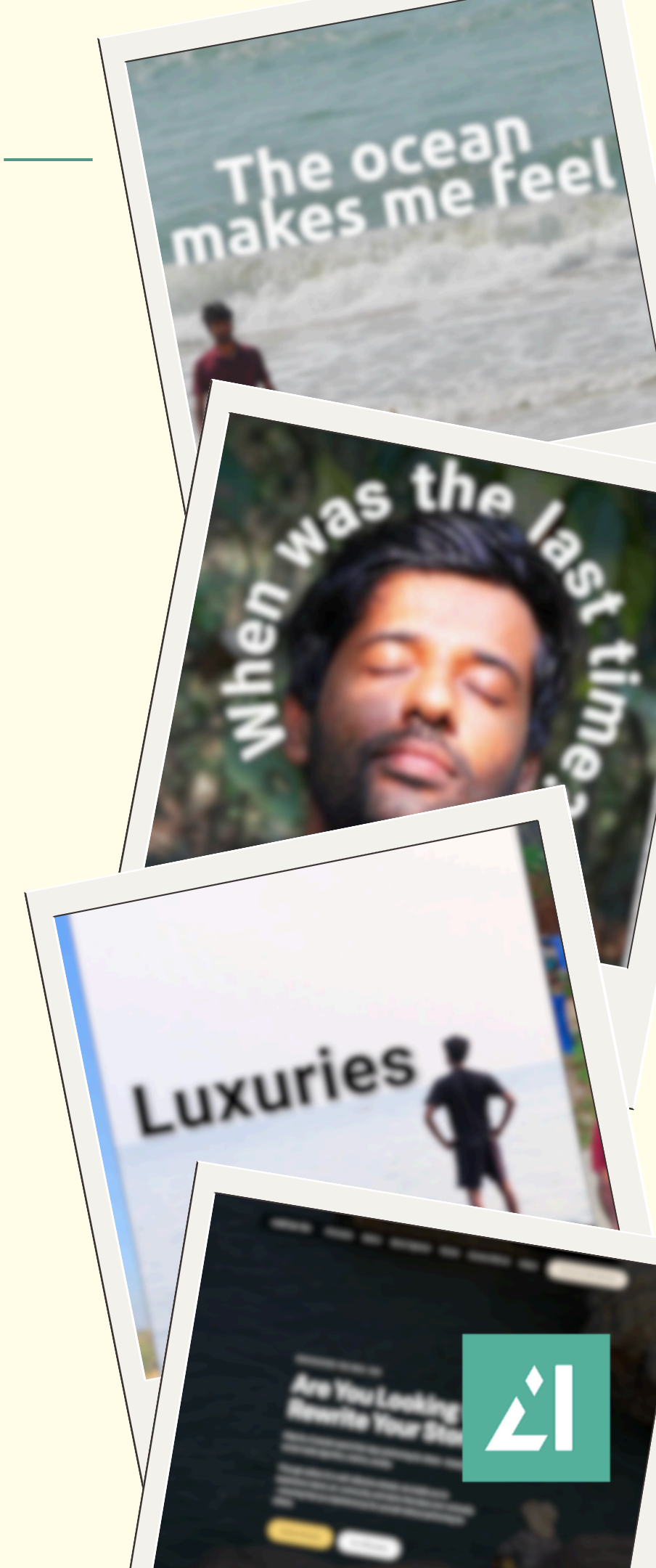
Self-exploration Retreats

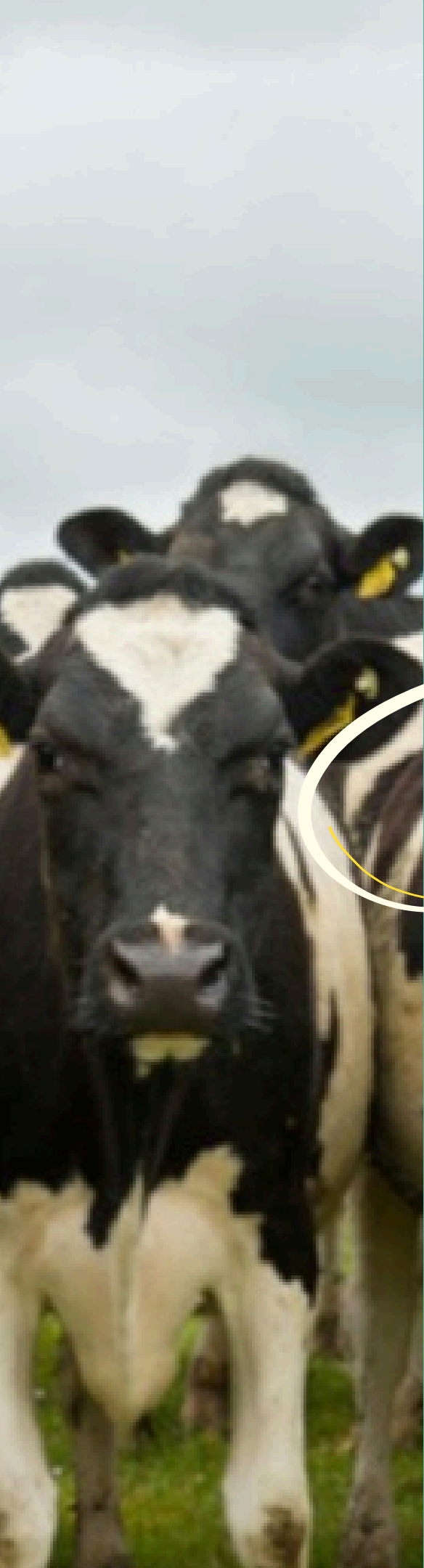
End-to-end ownership

About : ReAlive Co is an in-house organisation, whose goal is to conduct nature-led, plant-based retreats to enable people to break their systemic patterns.

Objective of Our Work: Handle everything from administration, marketing, product, business development, partnerships, operations and finance.

Outcome: Designed the whole program, created partnerships with 5 properties, on-boarded F&B partners and retreat facilitators, and created and published promotion material for the upcoming retreats.





INTERESTED IN WORKING TOGETHER?





Shikhar Ahuja

Founder

Strategy, Marketing and Partnerships

+91 720 8495 316



shikhar92@outlook.com
leaninstrategy@gmail.com



www.leaninstrategy.com



Remote



LEAN IN
STRATEGY

Great marketing for people that do good
