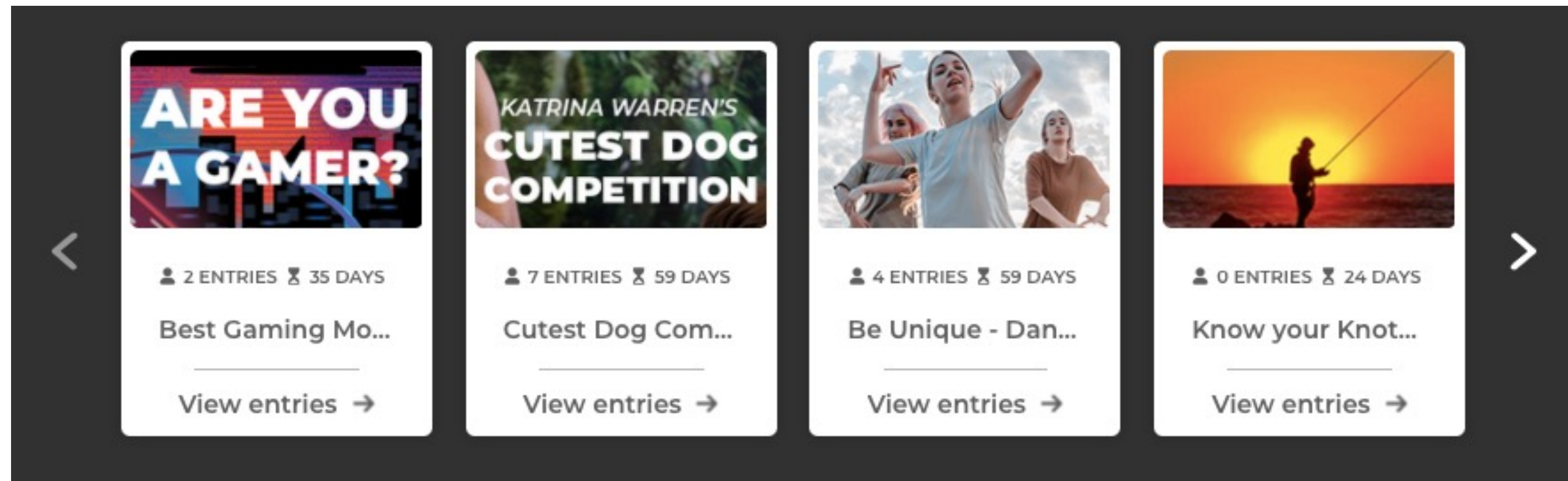


## Choose NC interviews Mme Nina Polo, Representative of the 8SECONDZ application in New Caledonia

8SECONDZ is an Australian application created in November 2017, that promotes young artists such as dancers, singers, level athletes, influencers and sponsors and their talent to try and make them known to the world.



**\_\_To learn more about the history of 8SECONDZ, what were the key stages of its development in New Caledonia and the factors of its success?**

In New Caledonia, 8SECONDZ's mission is to search for these talents, develop their activities through sponsors and promote the assets of New Caledonia as a destination. Private and institutional partners such as CHOOSE NC play a major role in the success of the project.

**\_\_New Caledonia was chosen by the founders as a springboard for the development of the application in the South Pacific and in mainland France. Why did you choose this market? What do you think are the main assets of this region?**

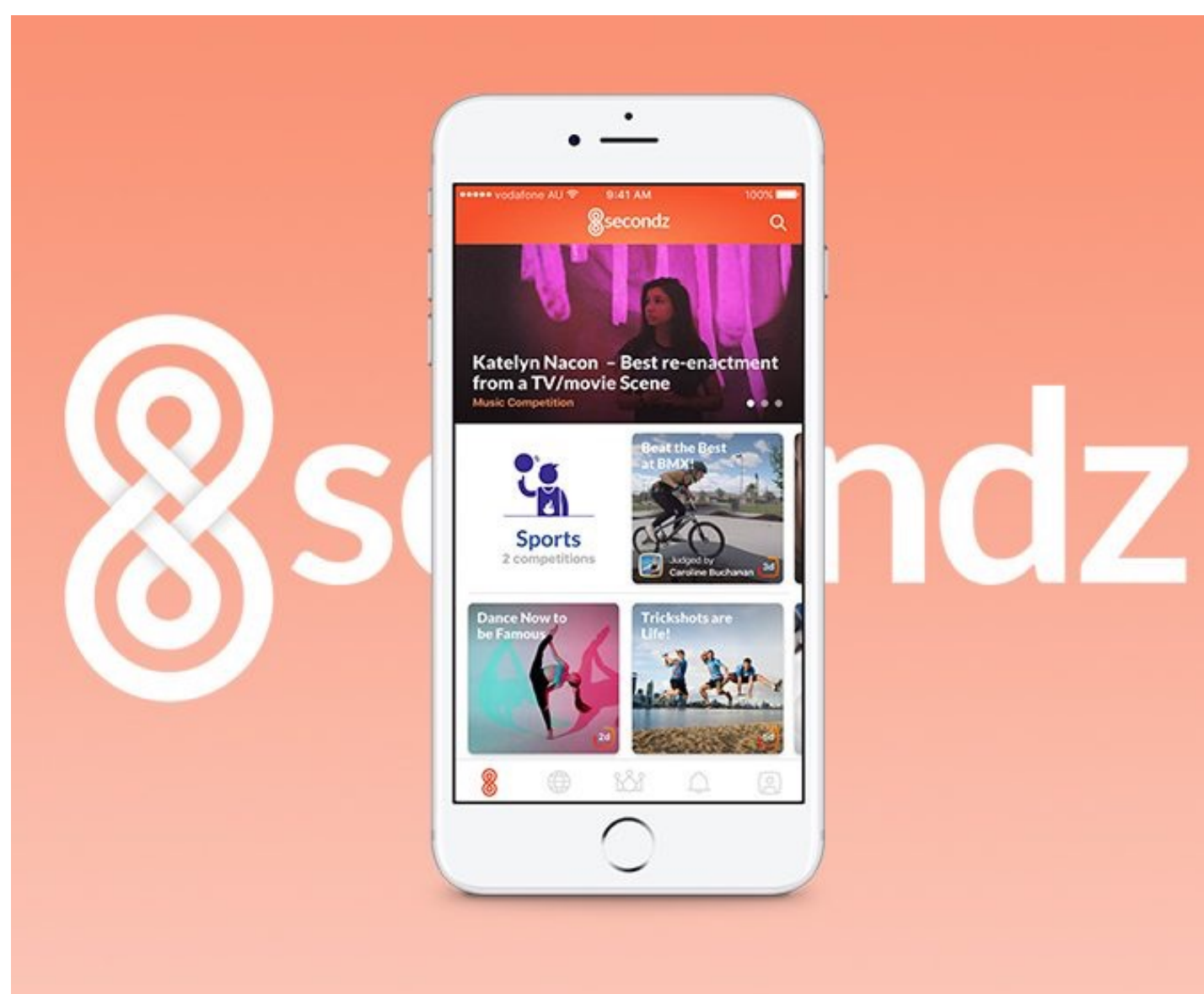
New Caledonia's environment allows the production of content worthy of postcard landscapes, marine beauties, cultural diversity which makes the destination known to subscribers all over the world.

New Caledonia is French-speaking and has privileged relations with France which makes it the perfect gateway to mainland Europe when it comes to a potential expansion strategy.

All these assets have made it easier to choose New Caledonia easier, but it was above all the local skill set which won over the founders of the application.

**\_\_The purpose of this application is to create 8 second videos, similar to Tik-Tok but with the possibility to challenge the community or respond to challenges. What are your goals for 2021 and your long-term expansion plans? What projects are you working on at the moment?**

Our wish is to build a network of Caledonian influencers subscribed to the application and to showcase their talents to an international audience on the platform.



We are targeting a network of 50 influencers in New Caledonia and French Polynesia, knowing that each influencer can bring around fifty new subscribers to the application. This local approach will give us a first experience and will act as a springboard to extend in the region and in especially in France, a larger market.

8SECONDZ is currently sponsoring cultural projects such as #influencers, a video documentary with interviews and podcasts. It aims to raise awareness of Caledonian talents and promote the application. Moreover, cultural projects that target an international audience are also underway, including a virtual hip-hop festival between the Pacific region, Asia and the United States. It is first of all a work of expansion until a critical mass of users can be reached which will make the application a dominant communication channel.

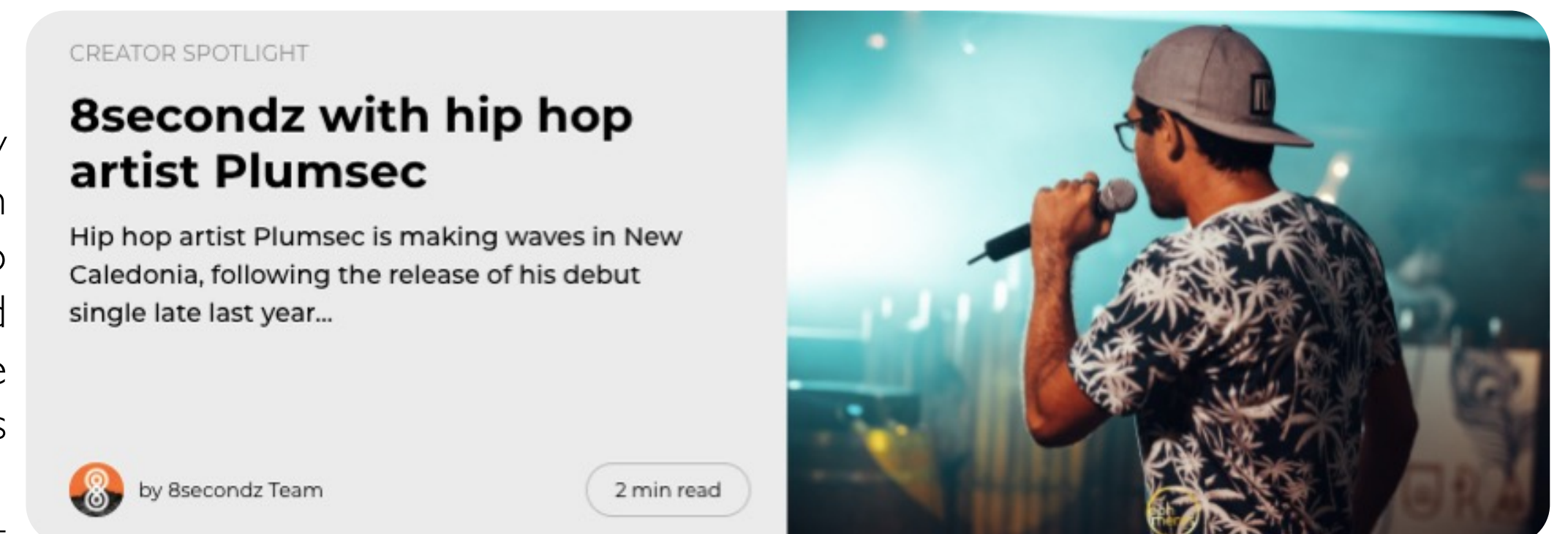
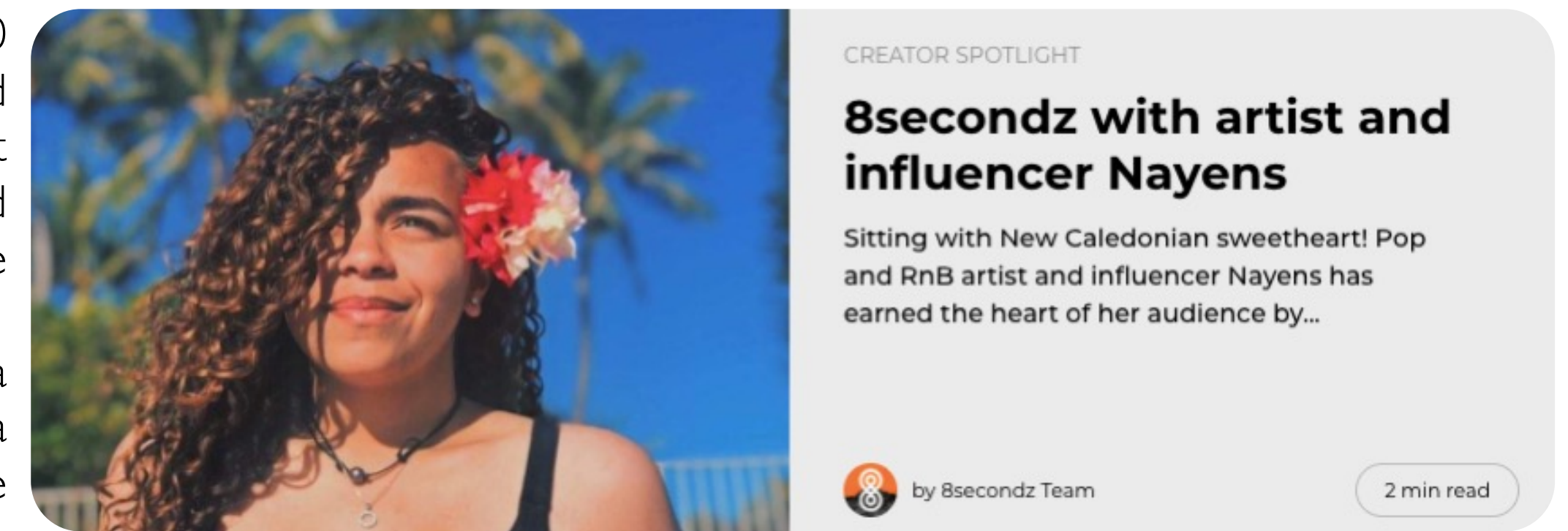
**\_\_In addition to New Caledonia, the application will develop in India and Latin America, what is your international strategy?**

The founders have set up different expansion strategies with key local partners, for instance Bollywood in India, and minor partners like communication agencies in Latin America.

These actions have in common the creation of value, by bringing together, supporting and finding local talent as well as the creation of partnerships in the countries concerned.

**\_\_What can Choose NC bring to your approach?**

Choose NC can help us identify potential partners such as local investors, institutional or private contacts who could support our actions to promote the platform. Our cultural projects in particular are attractive as they will have a positive effect on young people in Caledonia.



**\_\_Your final message for potential investors interested in New Caledonia? What do you think are the main assets of this region?**

Entrepreneurs of New Caledonia are very skilled, they could be privileged partners capable of carrying out any type of development project, not only in New Caledonia but also in the Pacific region and in France. The 8SECONDZ team saw this potential, which enabled the signing of this regional collaboration between the founders in Australia and our local team.

