Technical Support Needed Truckroll

App Development

Our largest need would be around developing a user-friendly app that could support a forum and technical support channel, training content, and Augmented reality (AR) features. The app would need to have options for online and offline modes, download content, upload images/videos, user profiles, advanced search features. We intend to be a comprehensive social platform for field work.

Marketing

We do not have experience in marketing. Support to determine the optimal strategy for marketing, to include social media support to drive workers into the industry to ensure we have the workers needed to achieve the climate crisis goals.

Our intended audiences are 16-55, all geographical areas. Developing a focus on a career as compared to a job is our current approach. We would seek all platforms: LinkedIn, Instagram, TikTok, YouTube as primary focus. Highlighting the work in the field and the boots on the ground keeping sites online and grid reliability.

Business Development

Our network is growing organically; however, we do not have experience the B2B. We would love consulting or B2B experts in growing engagement with companies and their workforce. Specifically, this will likely be focused on companies lacking the training or work management infrastructure but have boots on the ground and are looking to grow the capabilities of their teams and learn lessons from a broader industry peer-group.

We also have interest in licensing or developing custom content for organizations, though this would not be a course business function we would be open to supporting the industry where there is a need.

Video Production

Development of high-quality tutorial videos that are technically accurate and for some of the most common issues technicians must resolve.

Augmented Reality Integration

We have a long-term goal of having Augmented Reality for all major pieces of equipment that would include basic safety and technical information.