



From posts and emails to articles, campaign messaging, and more. Built-in communication training that helps advocates evaluate and improve messaging as part of their normal workflow.

Mission

Empowering animal advocates to create more effective messaging that connects beyond the vegan community.

Vision

A future where stronger advocacy communication helps build the social momentum needed to end animal exploitation.

Every day, advocates create content to make a difference.

What if they could do that more consistently?



CONTACT

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Founder Bio

- 35+ years of experience in professional persuasive communication (sales).
- PhD in Media Psychology, focused on persuasion science and storytelling for social change.
- Road Trip for the Animals series on YouTube channel, Dr. Ken's Vegan Rise, helped inspire the development of VR1 through real-world advocacy and AI-supported communication experimentation.

Goals

- Help active advocates better understand what works and why to connect more effectively with non-vegans.
- Help vegans and inexperienced advocates build the confidence and skills to participate in media-based advocacy.
- Integrate learning into the normal advocacy workflow, allowing advocates to improve as they write and create.

Timeline: Early Development

- Aug 2024 – Prototype**
Early development and testing of an AI-supported prototype to evaluate and improve messaging, starting with the founder's own content.
- Aug 2025 – Project Build A**
Development of Vegan Rise One (VR1) Empowered Advocacy Training (first 21 lessons) and VR1AI, an AI assistant infused with principles of media psychology, persuasion science, and storytelling for social change.
- Jan 2026 – Phase 1 Beta**
Launch of closed beta, AI and training lessons, to a select group of advocates (Australia, China, Sri Lanka, USA) to gather feedback.

Timeline: Outcomes

- June 2026 – Phase 2 Beta**
Expansion to wider beta group, onboarding 20-30 advocates to further test and refine platform. Along with 2-3 pilot community workshops and events.
- 2027 – Full VR1 Launch**
Full platform launch and outreach to expand animal advocacy beyond the vegan community.

➔ How VR1 Works



Theory of Change

- Advocates lead the process, using their own goals, experiences, and judgment.
- The AI functions as a built-in communication learning system, helping advocates evaluate and improve messaging while actively writing and creating.
- VR1 currently includes 21 short, optional training videos, with additional lessons in development.

Who This is For

- Aspiring, new, and experienced advocates
- Content creators and social media teams
- Campaigners and advocacy organizations
- Writers and long-form communicators
- Outreach and engagement teams

➔ How VR1 is Different

Approach	Training	AI	What It Does
General AI		✓	Broad content generation across topics
Advocacy Content Tools		✓	Generates advocacy content from prompts
Training Programs	✓		Advocacy education focused on specific topics or skills
VR1	✓	✓	Combines AI-supported guidance and communication training built on persuasion science for advocates

“ Early Signals

Insights from prototype testing and early beta use:

I found the feedback from your AI prototype incredibly useful – both in terms of the specific points it raised and the overall insight

Sean B. | Campaigner
Animal Justice Project | UK
(early prototype test)

This is truly what the movement needs. I asked the AI to evaluate existing content, and that really blew me away - it provided so much helpful feedback.

Tracey G. | Founder
Sweet Peeps Microsanctuary | USA

I loved the way I wrote it in a messy way then the AI made it beautiful... What an amazing AI you have created!

Leanne J.
Animal Advocate | Australia