



MOST AI PRODUCES CONTENT.
VR1 HELPS YOU CREATE CONTENT THAT CONNECTS.



From posts and emails to articles, campaign messaging, and more. AI-powered communication training helps advocates create, evaluate, and improve messaging while learning what works and why.

Mission

Empowering animal advocates to communicate more effectively with audiences beyond the vegan community.

Vision

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

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 so they can communicate more effectively with audiences beyond the vegan community.
- Help aspiring and new advocates build the confidence and communication skills to participate more effectively in advocacy.
- Integrate learning into the normal advocacy workflow, helping advocates improve through the process of writing, creating, and refining real-world messaging.



Effective communication is not the entire solution.
It is a multiplier and enabling force for nearly every other solution.

CONTACT

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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) Academy (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 academy training lessons, to a select group of advocates (Australia, China, Sri Lanka, USA) to gather feedback.

Timeline: Refinement & Launch

- June 2026 – Phase 2 Beta**
Expansion to a wider beta group to test and refine VR1 through real-world use, participant feedback, and continued platform development.
- Early 2027 – Public Launch Target**
Full platform launch and outreach to expand animal advocacy beyond the vegan community.

HOW VR1 CREATES CHANGE

1 THE PROBLEM

Animal advocates often lack a practical way to recognize how their messages may connect with or create resistance in the audiences they most need to reach.

Messages that resonate within the movement can still trigger defensiveness, disengagement, or misunderstanding outside it. Likes, shares, comments, and peer feedback may not reveal whether a message actually connected with its intended audience.



CONFUSION

We don't know how our messages land.



CLARITY

Understand. Connect. Create change.

2 HOW VR1 ADDRESSES IT (MICRO LEVEL)

VR1 combines advocate judgment, optional training, and AI-supported guidance.



ADVOCATE

Leads the process using their own goals, experiences, and judgment.



VR1 ACADEMY

21 short, optional lessons build communication strategy and skills.



VR1 AI

Three workflows help advocates create, evaluate, and improve real-world messaging.

3 THEORY OF CHANGE (MACRO LEVEL)



STRONGER COMMUNICATION SKILLS

More audience-aware, strategic, confident advocates.



STRONGER ADVOCACY MESSAGES

More messages designed to connect beyond audiences that already agree.



GREATER UNDERSTANDING & SUPPORT

More people engage with animal advocacy with less resistance.



MORE PARTICIPATION & INFLUENCE

Communication strengthens participation, campaigns, behavior change, and influence.



GREATER SOCIAL MOMENTUM

Stronger communication helps build momentum toward ending animal exploitation.

4 WHY THIS MATTERS



Effective communication is not the entire solution. It is a multiplier and enabling force for nearly every other solution.



Communication helps ideas gain understanding, support, participation, and legitimacy.

5 HOW VR1 IS DIFFERENT

Approach	Training	AI	What It Does
General AI		✓	Generates content across topics
Advocacy Content Tools		✓	Generates advocacy content from prompts
Training Programs	✓		Teaches specific advocacy skills
VR1	✓	✓	Combines communication training with AI-supported guidance

6 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