

Innovate 120 Final Presentation

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The logo for 'INNOVATE 120' is displayed in a white square on a blue background. The text 'INNOVATE' is in a bold, black, sans-serif font, with 'INNO' on the top line and 'VATE' on the bottom line, separated by a horizontal line. Below this, the number '120' is written in a large, bold, black, sans-serif font.

**INNO
VATE**
120

About Innovate 120



Services

- Flexible work spaces
- Environment offers greater productivity and satisfaction

Leadership

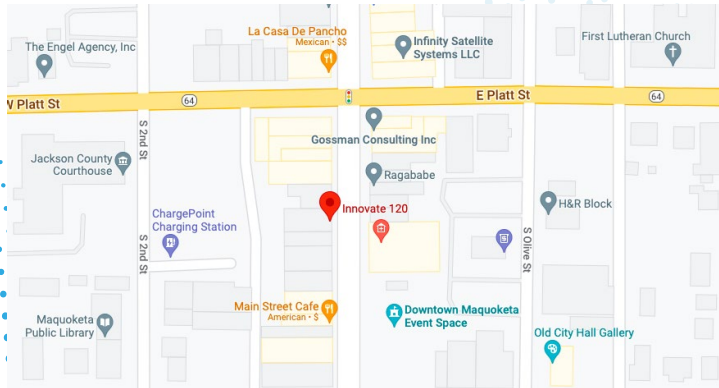
- Management team has experience in a range of industries

Location

- Central to the Maquoketa business district
- Unique presence on Main Street

Operational Systems

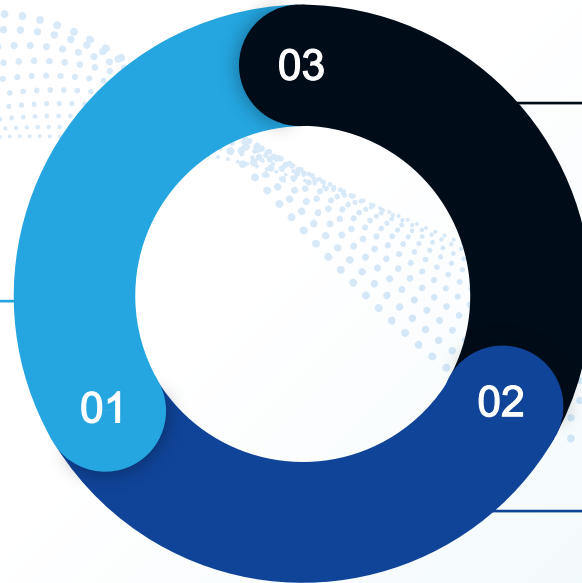
- High quality services at a low cost
- Access to systems that provide convenience and advanced technology



Innovate 120 Brand Personality

Foster Sustainable Relationships

- Local school districts
- Providing support
- Community wide relationships



Personal & Professional Development

- Services available
- Success as a priority

Drive Innovation

- State-of-the-art technology
- Flexible workspaces
- Updated facility

Desired Outcomes

- Send out survey to population of Jackson County (19,401 residents) or be present at the Jackson County Fair with a Likert scale regarding:
 - Feelings towards Innovate 120's services - achieve 45-50% response rate
 - Likelihood of utilizing workspace and opinion on building layout - achieve 45-50% response rate
- Have at least 8-10 members on board by the end of August, currently at 5
- Finish website before the end of August

Partner's & Stakeholder's

1

High Schools

Continue to partner with local high schools to reach these young students with innovative, fresh ideas

2

Universities + Community College's

Reach out to college's in Iowa and continue to host pitch competitions, and slowly expand throughout the midwest for growth

3

Private/Public Community Leaders

Building upon your relationships with Maquoketa Chamber of Commerce, Community Foundation of Jackson County, etc. will be important to strengthen Innovate 120's brand name

Problem Statement

Innovate 120 should aim to bring the community together and promote awareness about the new business. Innovate 120 needs to come up with a usable website or app as well as promote the business through social media. The main point of the business is to bring people together so if the company pans out to be different than what was originally in mind, don't be afraid of change.

SWOT Analysis

STRENGTHS

1. Have received donations towards the creation of the building
2. Partnered with schools resulting in a strong community relationship
3. Has a unique presence on Main St
4. Going to the fair can create community togetherness

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WEAKNESSES

1. Not 100% sure on what direction to take Innovate 120
2. The school system doesn't have a direct target need for the business
3. Lightly staffed

1. More members on board could create buzz
2. Could draw more small businesses to relocate to Maquoketa
3. Local businesses already present in the area could make Innovate 120 their new business home
4. The development of the website

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1. There's no guarantee people would respond to the survey if emailed
2. Students probably won't want to pay to study somewhere (two hour pass)*

OPPORTUNITIES

THREATS

Strategies and Tactics

Email Marketing

- #1 ROI driver
- Low cost
- Easy to measure/optimize
(Emfluence email campaigns)
- Everybody checks their email

Social Media Presence

- Get active on LinkedIn, Twitter, Instagram
- Reach out to HS + college grads
- Show off pictures of your great facility!
- Free 30 day trial?
(Email Marketing too!)

Strategies & Tactics, cont'd

From: Innovate 120

To: Customer's Email

Subject: FREE 30 day membership

Attachment: Survey for Innovate 120

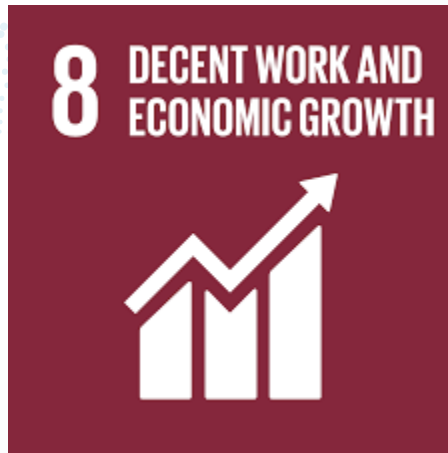
Name,

“Do you have a business idea that you want to bring to life?

Do you need a place where you can go to focus with a plethora of resources to aid you in this process?” etc...

UN Sustainable Development Goals

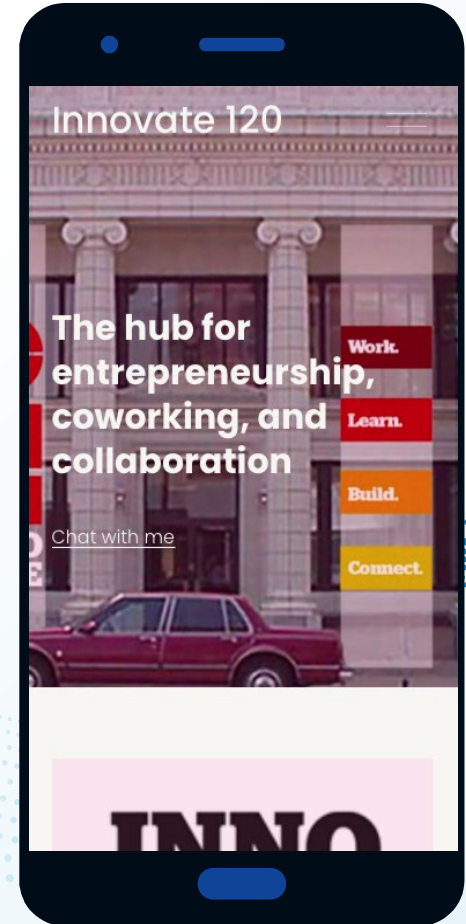
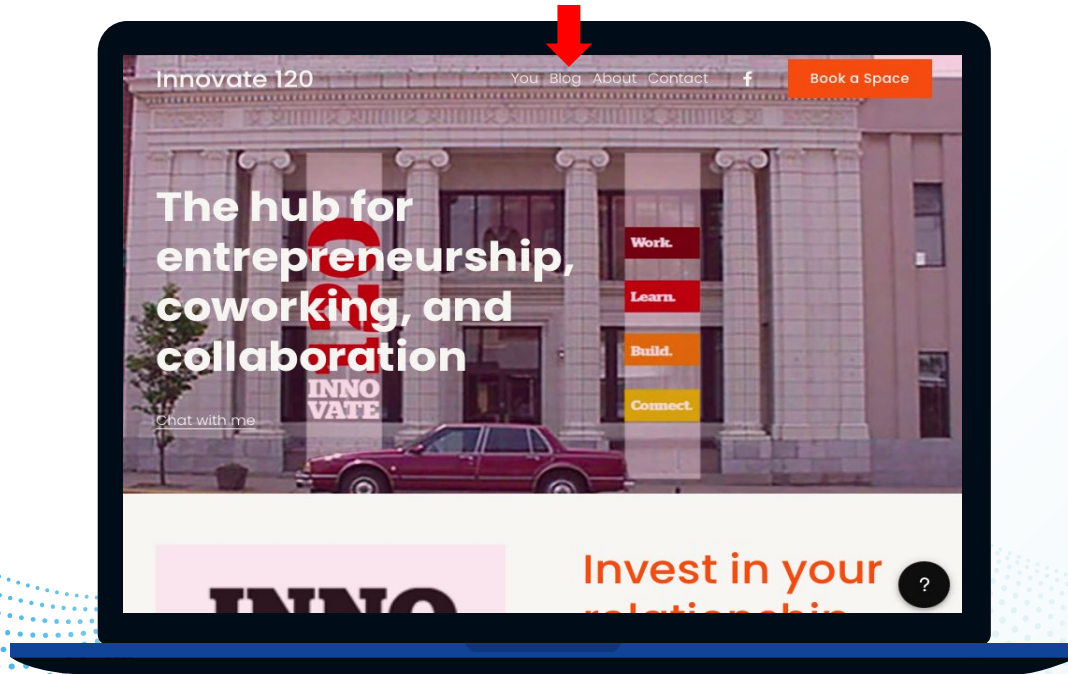
- #4 Quality Education
- #8 Decent Work & Economic Growth
- #9 Industry, Innovation, & Infrastructure



Evaluation Methods

1. Evaluate your target audience and see if they are still the audience that fits your business
 - Social media followers
 - Current clients
1. Generate information directly from asking your clients through market research and analysis
 - Email marketing (surveys, polls, etc.)

Website and Mobile First



Thank you!

Questions?

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Resources

- Innovate 120 Business Plan, 2021
- <https://sdgs.un.org/goals>
- <https://neilpatel.com/blog/beginners-guide-email-marketing/>
- <https://www.sjhemleymarketing.com/blog/evaluating-your-market-strategy/>
- <https://emfluence.com/#gref>