

## **Operating Charter:**

### **Scope:**

Innovation Hub facilitates business between individuals seeking suitable places to work, individuals seeking to learn about how to start their own business, large companies, as well as current entrepreneurs. It is a place to meet new people, network, learn, and innovate.

### **Primary objectives:**

- Design a building with the purpose of attracting customers.
- Generate demand for workspaces
- Meet the needs of customers
- Build long-term company awareness and manage reputation

### **Secondary objectives:**

- Provide good products & services (workspaces)
- Grow business
- Create a future strategy

### **Aspirations:**

- Continue to create new products and different ideas to delight consumers

### **Constraints:**

- Slow adoption of the technology
- Lack of entrepreneurship in the city

## **Brand Positioning:**

### **Target audience:**

Current entrepreneurs, people who want to find or rent a suitable place for work, people who want to build their own business, startups, corporations, small companies, agribusiness owners?

**Goal:** introduce services and attract customers

**Benefit:** The Innovation Hub provides products and services that help promote companies, make connections, educate others about entrepreneurship, and develop innovations.

**Why:** That's because Innovation Hub includes workspaces for everyone's taste, offices, conferences for the learning, and children's room.

## **Marketing Ideation: Concept Testing Promotion Ideas**

### **Consumer Promotions:**

Free trial of a specific service (fast internet, co-working space, complimentary conference room time), discounts, flash sales (urgent promotion for a limited time), loyalty program (membership), promote teaching or mentorship advice on building a business. Challenge customers to learn about entrepreneurship and building their business. Pay new customers (get paid for learning).

### **Current Needs:**

Build a website, create a social media page, generate reviews, have a presence on Google Maps by claiming business on Google (search keywords – Google shows your business with all information).

### **Advertising:**

Video ads, TV ads, local radio, attend tradeshow, webinars to promote Innovation Hub, connect with other brands (giveaway t-shirts/gifts), universities (career design centers, workshops), run digital advertisement (example: pay per click add).

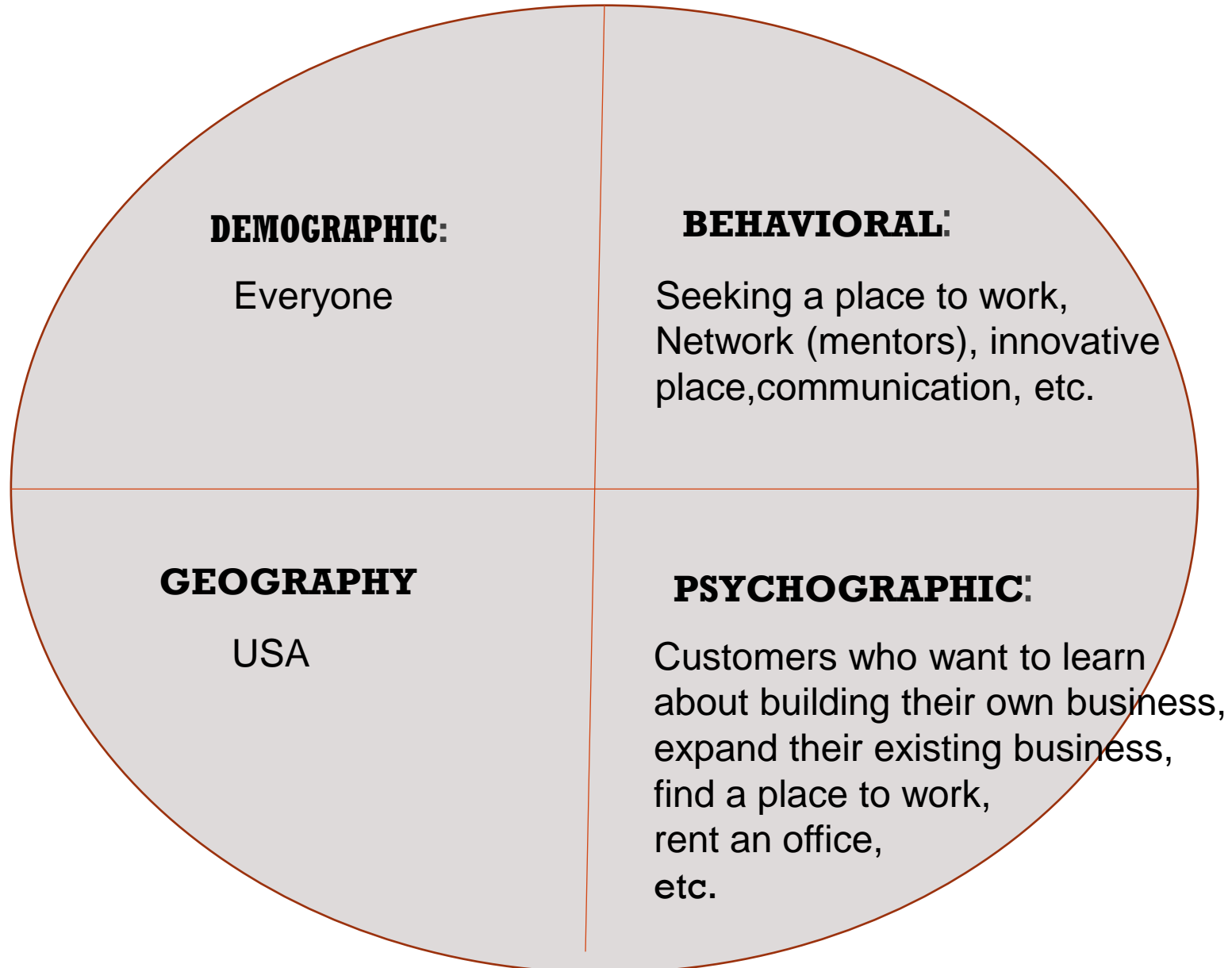


# **INNOVATION HUB**

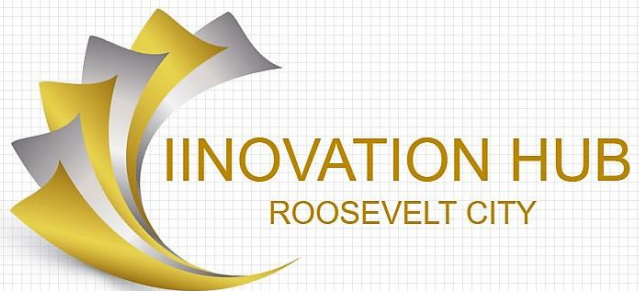
**ROOSEVELT CITY**

**UTAH**

# TARGET AUDIENCE









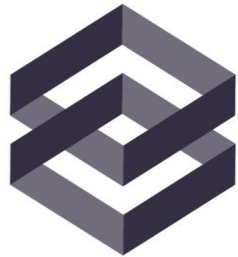
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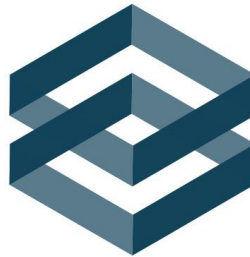
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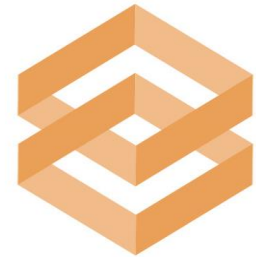
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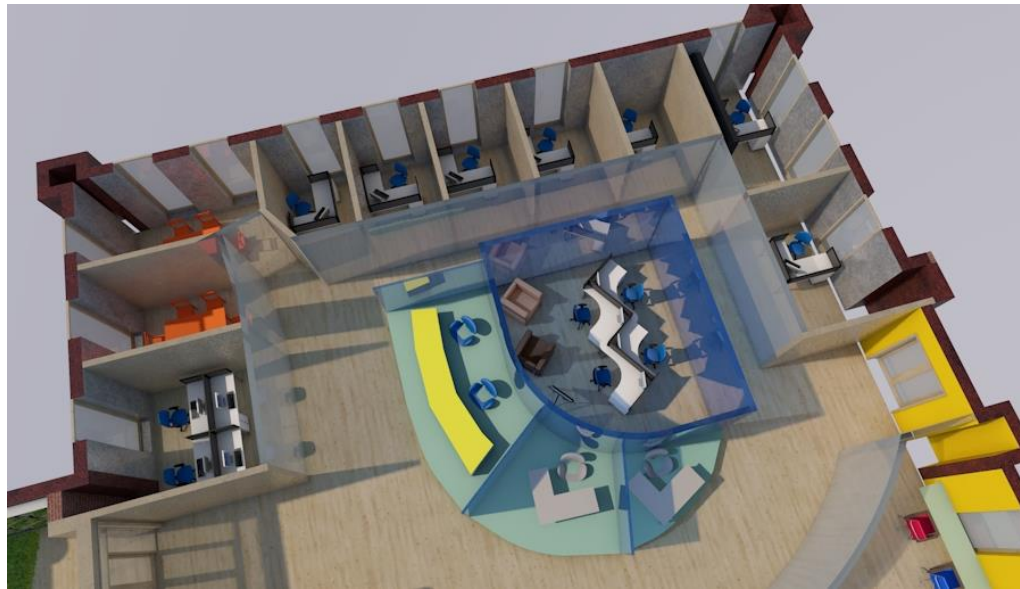


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# OFFICE, MEETING ROOM, CONFERENCE ROOM

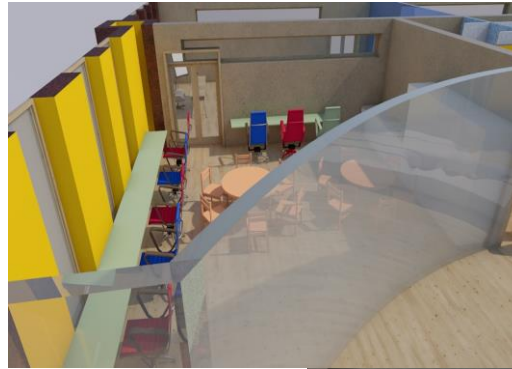
OPEN FLOOR PLAN



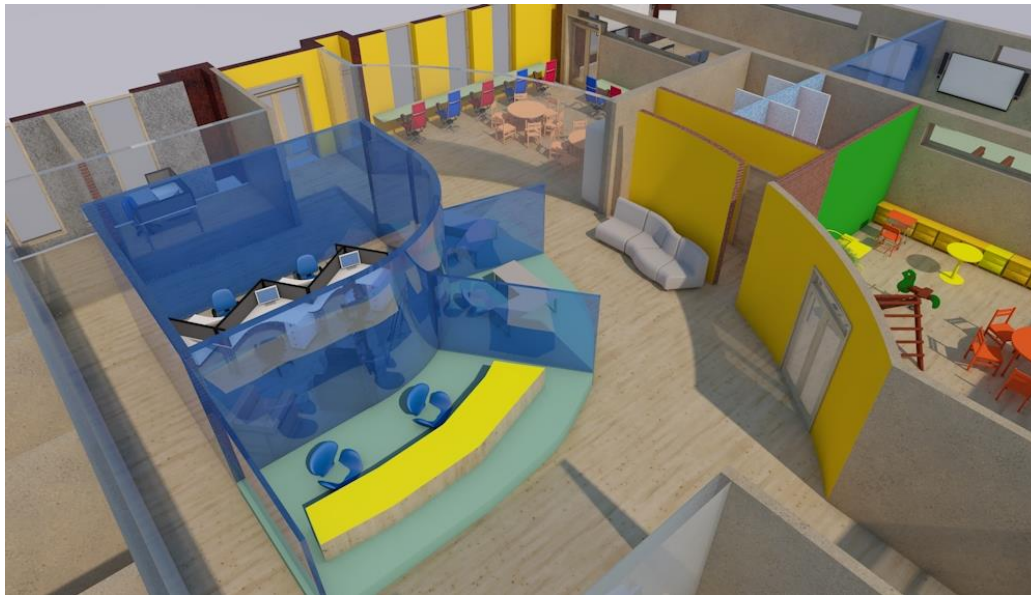


# OUTDOOR, BRAINSTORMING PLACE

OPEN FLOOR PLAN

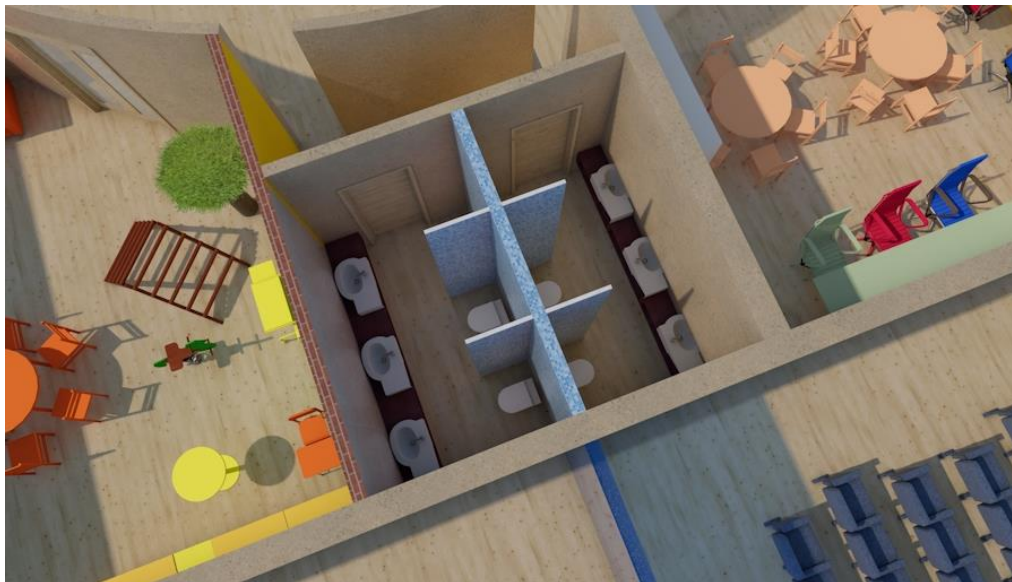






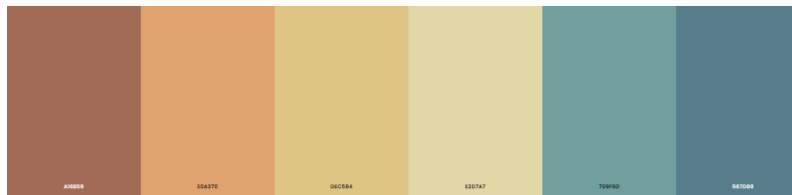
# RECEPTION AND GREETING AREA, RESTROOM

GLASS AND MOSAIC









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