



Delta Analytics - Sky's The Limit



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Client Overview

Sky's the Limit's mission is to empower underserved communities nationwide by providing them with the right support, from the right people, at the right time in their journey. They utilize a platform that connects entrepreneurs from underrepresented communities to mentors, resources, and funding.

The platform offers three main tools:

- **One-to-one mentoring** - the platform supports the discovery of mentors and entrepreneurs as well as tools for conversations and meetings
- **Business guides** - business guides provide step-by-step road maps to complete business goals such as writing a business plan or how to price products and services
- **Startup grant funding** - entrepreneurs can create a pitch to get access to funding to grow their businesses

Ivanna Price
FOUNDER, THE SOCIAL BAR



"My mentors have been instrumental in helping me set up a solid foundation for my business and formulating a strategic plan that would aid my future growth. They have walked me through the steps necessary to build a successful business and create a community around it."

Project Objectives

STL's digital platform has collected 50+ data points per user for tens of thousands of entrepreneurs — and they need help **learning from their data about how to optimize the platform** to increase their rates of successful matches. Delta Analytics could improve tens of thousands of entrepreneurs' chances of success across the country.

Our Work

- Document STL's platform business model and identify business metrics to track member engagement and growth
- Explore and document the data model supporting STL's platform to uncover the relevant tables and fields
- Develop dashboards in Metabase focusing on the highest-priority metrics for the STL platform
- Document the dashboards and provide enablement for STL staff to maintain and update as needed

Key Impacts

- STL has pivoted their volunteer recruitment strategy to better fit the demand from entrepreneurs based on the Member Ratio dashboards.
- STL will use the Conversion Rate and Time to Value dashboards to measure the impact of planned website changes to further optimize their platform.

Potential Next Delta Analytics Projects

- Continue to build out additional dashboards based on the metrics identified in the platform business model.
- Implement a data warehouse to combine the platform data with their marketing / CRM data in HubSpot
- Develop a predictive recommendation engine for the website platform to improve the process of matching entrepreneurs to volunteers

Desire to create and grow a business		STIMULI		Develop Mentoring & Leadership Skills Meet Corporate Social Responsibility (CSR) Goals Make a Social Impact	
ENTREPRENEUR SEGMENTS Young Entrepreneurs Ages 18-29 Traditionally underrepresented demographic groups Mostly US-Based		INTERACTION Chats & Meetings Profiles & Badges Milestone Assists Grant Funding Pitches Comments & Likes		VOLUNTEER SEGMENTS Corporate & Non Profit CSR Programs (Accounts) Individual business professionals	
ENTREPRENEUR SUBSTITUTES Company-specific programs (e.g. Google, Microsoft, etc.) Civic Programs		ENTREPRENEUR VALUE PROPOSITIONS Funding Mentor connections Step-by-step guides Access to Peers		FACILITATION Mentor / Mentee Discovery Collaboration Tools Business Guides Code of Conduct Gamification Member Experience Team	
				VOLUNTEER VALUE PROPOSITIONS Skills-based Volunteer Experience Did Impact Member Connections CSR Events	
				VOLUNTEER SUBSTITUTES Volunteer platforms (Volunteermatch, Catchafire) Volunteer facilitators (e.g. Pyrores Global Pro Bono)	
Engagement → Milestones / Achievements / Chats / Meetings (2023 Goal: 2K Chats) → Time to Value (Milestone / Achievement / Chat / Meeting) → Connected Chat/Meeting Ratio → Repeat / Consistent Collaborations → Engagement Frequency → Success Stories → Curriculum Access (might not be available in the data, project could be a proxy)		Metrics → Members by Type and Status (2023 Goal: 20K Entrepreneurs) → Entrepreneur to Volunteer Ratio → Retention / Churn Rate → Onboarding Success Rate		Growth → Members by Type and Status (2023 Goal: 20K Entrepreneurs) → Entrepreneur to Volunteer Ratio → Retention / Churn Rate → Onboarding Success Rate	
COST MODEL account management, marketing, platform engineering & operations, content creation, fundraising, general management and admin				MONETIZATION Corporate Partnerships, Charitable Donations	

