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# Pivot

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Pivot 1.0 is a website that will serve Professional Services entrepreneurs (Dentists, Interior Designers, etc.) who want to open their own firm or practice. It will provide **three core services** with **customer support** and a support network along the way.

## Financial Plan

This is a module of our website that walks users through figuring out startup costs, building a budget, and defining equity/ownership.

Users may pay more for 1-on-1 support for their financial plan.

Pivot will generate additional revenue for referrals to financial planning solutions.

## Market Analysis

This is a module of our website that takes user inputs such as zip code, business type, and size and provides a report, which will include results, viability score, real estate listings for suggested physical spaces, etc.

Users may pay more for 1-on-1 support for their market analysis.

## Legal Entity Guidance

This is a module of our website that teaches users more about how to legally structure their business based on inputs such as type of business, # of founders, location, etc. Pivot will then provide additional resources and recommendations to legal providers.

Pivot will generate additional revenue for referrals to legal consultation services.

## Support

Pivot will provide a community of support both in groups and 1-on-1 using Slack. Users may pay for more for audio/video support calls

# How are you going to convert aware prospects and leads into triers?

## How are you going to convert triers into long-term users?

### Prospects → Triers

- Partial free services:
  - Free abbreviated market analysis
  - Free 30 min consultation
  - Forum - free read access
- Money back guarantee

### Triers → Long-term Users

- Referral system
- Lock access to data
- Slack - access to community
- Step model for features of product
- Dashboard for business data and other business management tools
  - Use data to tell them when to take the next step with their business

# Who are you going to target for your marketing communication?

Most of the business will be generated by tier 1 & tier 2 segments. Specifically, professionals with high WTP and who currently work a full-time job like:

- Dentists
- Vets
- Lawyers
- Architects
- Designers

Apart from the above, we plan to target sources with access to potential customers like:

- SBA Mentors
- School Career Development Centers (graduating students without entrepreneurial skills)



# What message are you going to communicate?

Tier 1	That business plan you need help executing. Help is here!	<ul style="list-style-type: none"><li>• This message speaks to segments that have been planning to start a business but have not been able to gather resources for it.</li><li>• For example, a seasoned dentist working for a large hospital chain who has been contemplating that it is time to move on and start his own clinic.</li></ul>
Tier 2	Tired of working for someone else? Be your own boss!	<ul style="list-style-type: none"><li>• Tier 1 and tier 2 are overlapping segments, but we split them because there are subtle differences in the way the message is conveyed.</li><li>• This message is for segments that can potentially be entrepreneurs but need some push.</li><li>• For example, top level executives who haven't realised their true worth yet.</li></ul>
Tier 3	Have skills that you can monetise? Let us show you how!	<ul style="list-style-type: none"><li>• This is specifically for segments where people have skills they can (and want to) monetise but have no means to learn how.</li><li>• For example, a sit at home wife who is very good at art and design, and can make decent money with just a little help.</li></ul>

*(USP: easy, approachable, analytics, support)*

# What communication vehicles are you going to use to generate awareness for your product?

The goal is to penetrate professional groups and we'll prefer vehicles that seem most effective at it.

- Trade school programs (dental, vet, design) in tier 2 & 3 schools without much business/entrepreneurial support
- Professional conferences/Meetup.com to target interest groups
- Sell via SBAs
- Referrals and word-of-mouth
- Social media
  - Professional groups on LinkedIn
  - Through our own Facebook page
- Organising our own meetups
- Via blogs/bloggers, SEO and newsletters

# What are the “facts” that justify your marketing communication strategy and tactics?

- Professional groups and conferences have credibility enabling us to piggy-back and sell in aggregation. They're also organised and established.
- Blog space, SBAs and referrals have a factor of trust that is integral to marketing
- Social media allows for very targeted and spliced advertising.
- Hosting meet ups is a high touch medium to reach consumers and keep them engaged and enthused through product evolution.
- Blogs/Newsletters offer thought leadership and pioneering ideas that helps brand our product as novel.

## What is your marketing communication budget? What is the labor commitment to implement your marketing communication plan? YEAR 1 - \$5000

Vehicles	\$	Hours	Assumption/Research	Total
<b>Conferences/Meetups</b>	\$5/hour+ \$20/hour (labor)	3	Fee - \$15/month Assuming we attend 3 events/month	\$75/month
<b>Social Media: Facebook, LinkedIn, Blogs</b>	\$20/hour	8	Blog - 4 hrs/month FB - 1.5 hrs/month LinkedIn - 1.5 hrs/month	\$140/month
<b>Trade School Programs</b>	\$20/hour	3-8	Spend time building relations, presenting, can expect consistent returns	\$60-\$160 Initial - Pilot Stage
<b>Organize Meetups</b>	\$15/hour	6x3	1 meetup/month Organized by U.Grads ?	\$270/month
<b>SBA</b>	Relationship Building			
<b>Referrals</b>	Relationship Building			



# How are you going to evaluate your tactics to determine how effective they are? What measurement system are you going to use? What metrics are you going to use?

- Revenue! (Generate \$10k in Year 1 with \$50/month)
- People using our support (calls/month or meetings/month) (Twice/user/month)
- Customers acquired (free trial and subscribers) (~210 paid customers in Year 1)
- Net Promoter Score
- Growing Clicks on the website
- # of people showing up to the meetups
- Followers on social media (Facebook, LinkedIn)



**Questions?**