

Team Fem Equity  
**Robert H. Smith School of Business**

April 28th, 2022

**Final Review**

**FEM EQUITY™**

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# Our Team

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Partnerships & Strategy  
Consultant



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Pricing Strategy Consultant



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Pipeline Building Consultant



**Kelly Tran**  
Implementation Consultant



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Pipeline Building Consultant

# Opportunity Statement

Opportunity Statement	Revamp Fem Equity's Pricing Strategy and Business model through the implementation of multiple frameworks resulting in customer growth and strengthened partnerships.
Disruption	Lack of formal understanding of Fem Equity matrices, how they work, and what's relevant, small start up company structured processes are not in place, unfinished website to get more information.
Desired Results	A set of metrics that are quantifiable, qualifiable, and internally <i>and</i> externally relevant to Fem Equity in Maryland and their customers/ stakeholders.
Key Questions	What price should we charge to make us competitive? What problems might there be in implementing our recommendations? What constitutes success for Fem Equity?
Stakeholders	Women, BIPOC, Low Income Individuals, Banks, Partners, Unions
Constraints	Limited funds, limited access to resources, Limited Time (team are all undergrad/grad students)

Fem Equity is a for-profit career-building platform specifically designed for women of color. Fem Equity's mission statement is giving education, resources, and tools to women to make empowered decisions for career success and financial security for an equitable society. Our project is focused on revamping Fem Equity's pricing strategies and business model which in turn will:

- **Build strategic partnerships** with corporations, nonprofits and programs
- Build Fem Equity's pipeline of mentors, advisors and sponsors
- Rebrand Fem Equity's coaching/consulting model leading to more **sustainable business growth** and **new users**.

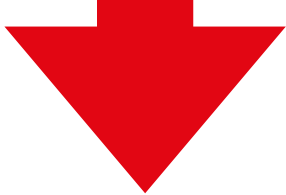
# Project Objective and Benefit

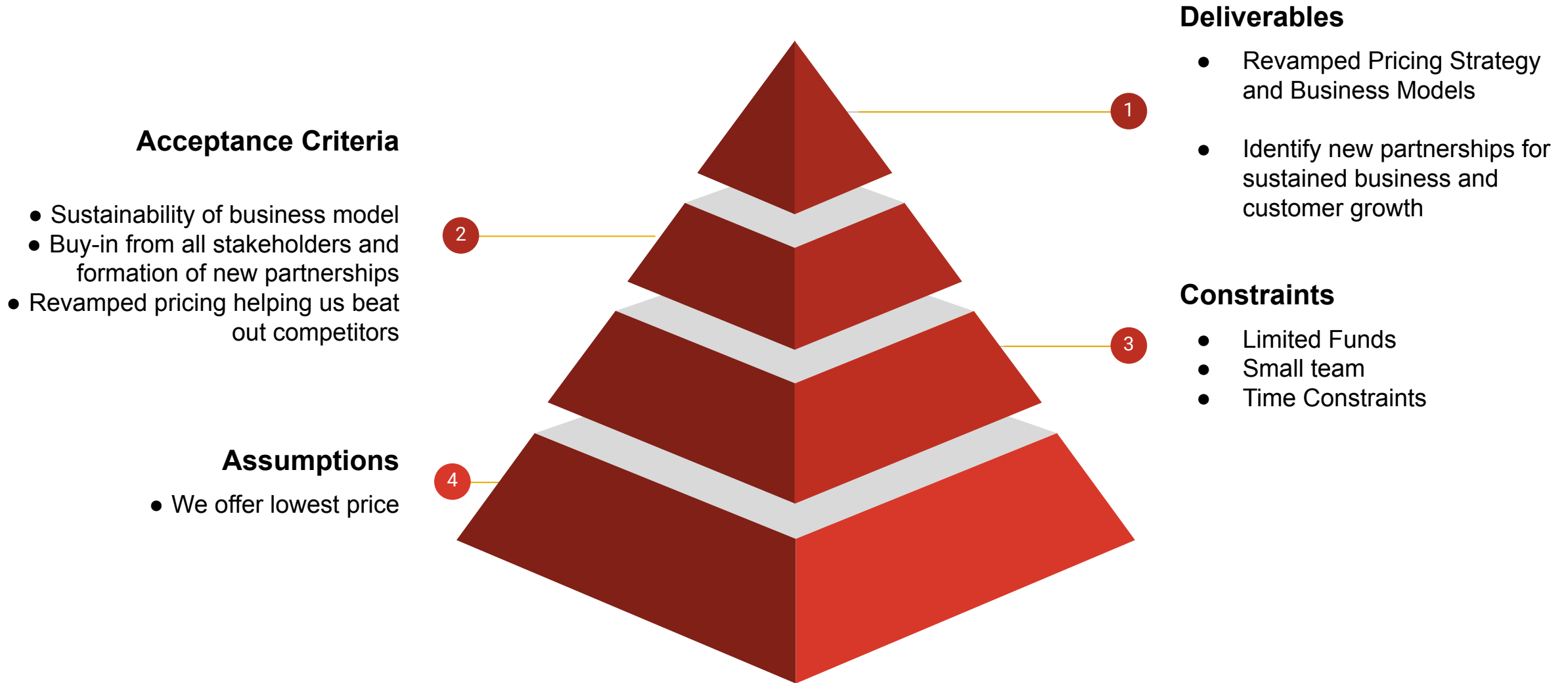


## Objectives

- Create and execute competitive pricing strategy for current and future offerings
- Implement Financial model based on revamped pricing strategy leading to collaboration with new stakeholders
- Devise strategy to build Fem Equities pipeline of mentors, advisors and sponsors
- Successful implementation of proposed recommendations

## Benefits

- Deepened expertise in pricing & strengthening business models leading to customer growth
  - Strengthened Brand Identity & Brand Loyalty
  - New sources of funding via partnerships
  - Increased financial literacy confidence in customers
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# Key Takeaways

- Online Modules AND Coaching
  - Pricing -> low-cost subscription
  - Deferred payments
  - Scholarships for low-income customers
  - Promotion -> one free module
- 1:1 Coaching
  - Price additional coaching sessions “a-la-carte” based on hourly rate of mentors
- Corporate Seminars
  - Price-> “a-la-carte” AND bundled with modules
  - Make data informed so can charge higher than comp.



# Online Module- Pricing

	Basic	Priority	Premium
<b>Cost</b>	\$10/month	\$30/month	\$50/month
<b>Access to platform/modules</b>	Limited access	Full access	Full access
<b>Access to weekly group sessions</b>	NO	YES	YES
<b>1:1 Coaching</b>	NO	One session per month, 30 minutes.	12 sessions a year, one hour, <b>ON DEMAND! CAN BOOK ANYTIME!</b>

## Deferred Payments:

- Customers sign up for course, charge is put their account immediately!
- Customers choose how long they want to defer **upfront!**
- **Charge 50% of monthly fee for every month deferred, up to 3 months**

## “Satisfaction Guarantee” ->

- money-back if customer doesn't find a job after a 7 months

## Additional Coaching– Priced “a-la-carte”

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- Price additional coaching on a “per-session-basis”
  - (Number of coaching sessions) \* (price/coaching session)

	Price/session	Total price
1 session	\$40/session	\$40
3 sessions	\$37/session	\$111
5 sessions	\$35/session	\$175

- Full scholarship for one year of “premium membership”
- Qualify if have “low-income status”

Low income defined as:

Family size	FPL Guideline	“Low-income limit”
Individuals	\$13,590/year	\$28,000/year
Family of 2	\$18,310/year	\$36,620/year
Family of 3	\$21,960/year	\$43,920/year
Family of 4	\$27,750/year	\$55,500/year

- Can get reimbursed by applying for scholarship grants!

### “One-free-module” promotion

- Customer referred one free module
- If customers like content, they can buy a subscription afterwards
- **Recommend appropriate module based on customer call (or survey once customer base expands)**

- **Modules can serve as a pipeline to generate customers for other business segments**
- Corporate memberships
  - More customers on online modules -> more data on what skills corporate employees need
    - Can use this to make corporate seminars more effective, more tailored to employee needs
    - Can better recommend corporate partners on what trainings their employees need
    - Can better price certain trainings based on demand
    - **Integrate regular surveys during modules to collect this data**
  - This approach can generate a network effect
    - More customers -> more data on employee needs -> higher quality, data informed seminars
    - Can charge higher than comp.
- 1:1 coaching
  - Within modules, identify critical points within modules where “coaching is recommended”
  - Incentivizes customers to use more coaching sessions, and possibly purchase additional ones

- Match customers to businesses that help them achieve their goals
- Refer customers to job search sites (like Indeed, or the Mom Project) for a small fee

## Fee estimates:

- Indeed charges business \$50 for each person that applies to their posting
- We can charge Indeed \$15 per one of our customers that applies to a job posting on Indeed
- Long term -> work directly with small businesses of color to develop recruiting pipelines!
  - Can capture full \$50
  - Can offer more secure job opportunities for clients, which can charge an even higher premium for

- Average corporation size -> 4000 employees
- Average D&I training -> \$40-\$120 per employee

## 1. Price a course "A-la-carte"

\$90/employee  $\times$  50 people/ seminar  $=$  \$4500 per seminar  $\times$  100 seminars  $=$  \$450,000/course **on average**

## 2. Offer bundle for corporate seminars + full access to online modules

- assume we offer 3 months of access to online modules

\$15/employee  $\times$  3 months of access  $=$  \$45 total per employee  $\times$  4000 employees  $=$  \$180,000

\$80/employee  $\times$  50 people/ seminar  $=$  \$4000 per seminar  $\times$  100 seminars  $=$  \$400,000

+

$=$  \$580,000/bundle **on average**

## 1. Incentivize Current Partners

- Incentivizing current partners (Athena Link, Pivot Program, etc) to stick with Fem Equity offering them incentives such as discounts
- Establish a partner network (*sharing knowledge/resources seamlessly further strengthening relationships*)

## 2. Culture/Brand Identity

- Ensure partners are on the same page, have similar goals and have strategies aligned. Misaligned strategies/goals are one of the biggest downfalls in unsuccessful partnerships.

## 3. Union Partnerships (thinking of removing? Redundant with partnership network)

- First Financial Credit Union, SECU Credit Union
- *Benefits*
  - Increased productivity, improved service, lower employee turnover, higher sales, community reinvestment



## Benefits

- **Improved Customer Experience:**
  - Strong partnerships enable an enhanced client experience via coordinated client support
  - Sharing Knowledge/Resources seamlessly with Fem Equity partners to further strengthen relationships
- **Partner Referral System**
  - Generation of high quality referrals leading to customer growth, as a result of a strong network of partners you are *strategically aligned with*.
- **Risk Mitigation**
  - Access to knowledge results in mitigating risk and decreasing mistakes offering a greater understanding of customer needs
- **Long Term Impact and Stability**
  - Creates an effective means of achieving greater reach, expanded development impact for clients improving business sustainability.

- Identifying a group of teachers/experts by posting **open positions on LinkedIn to Hire and Interview a Pool of talented teachers** who can become future mentors and correlate to Program's ending impact. Important to assess that criteria as we cannot spare resources.
- **Recruitment by nomination:** Reaching out to Schools across the DMV area and make connections with them to see if we can nominate their best current and past career coaches.
- To implement **Proficiency certificates** in teachers as an incentive measure for their valiant contributions .For an Instance :certification achievement award for being outstanding ,best mentor.
- **Recruiting the Successful:** Reaching out to our successful Fem Equity women customers doing well in Business and inviting them to coach the incoming students (This might require some compensation or incentives).
- Collaborating with **Student clubs for Women in Tech/ Business** to see if we can identify like minded students and potential mentors.

### Sales pitch for mentors:

- Contributing to empower women of colour.
- Appeal with success stories of customers.
- Scope of skills improvement
- Ability to mentor business professionals(junior professors)
- Aligning focus areas/subjects
- Work with PHD candidates to pitch for potential mentors.

### Sales pitch for Student clubs/groups:

- Arrange competitions around campuses
- Partner with Business student clubs
- Sponsor their events
- Bond over our offerings and current student challenges.

# Mentor Pipeline Building Strategy

[Link to view or edit certificate](#)



Certificates for Mentors

## CERTIFICATE Of Appreciation

Proudly Presented To

*Jonathan Patterson*

For achievements in the Mentorship Program 2022 across  
4 Universities and 100+ Business professionals.

ADEOLA AJANI  
CEO FEM EQUITY

CHIDERA EGBUCHE  
MARKETING DIRECTOR FEM EQUITY



Certificates for the Mentorship program for  
Collaboration

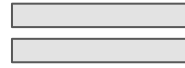
- As Fem Equity scales, it will need a process matching its capacity for teaching courses (either group, private, or corporate) with demand in its pipeline!

Total hours available to teach  
classes

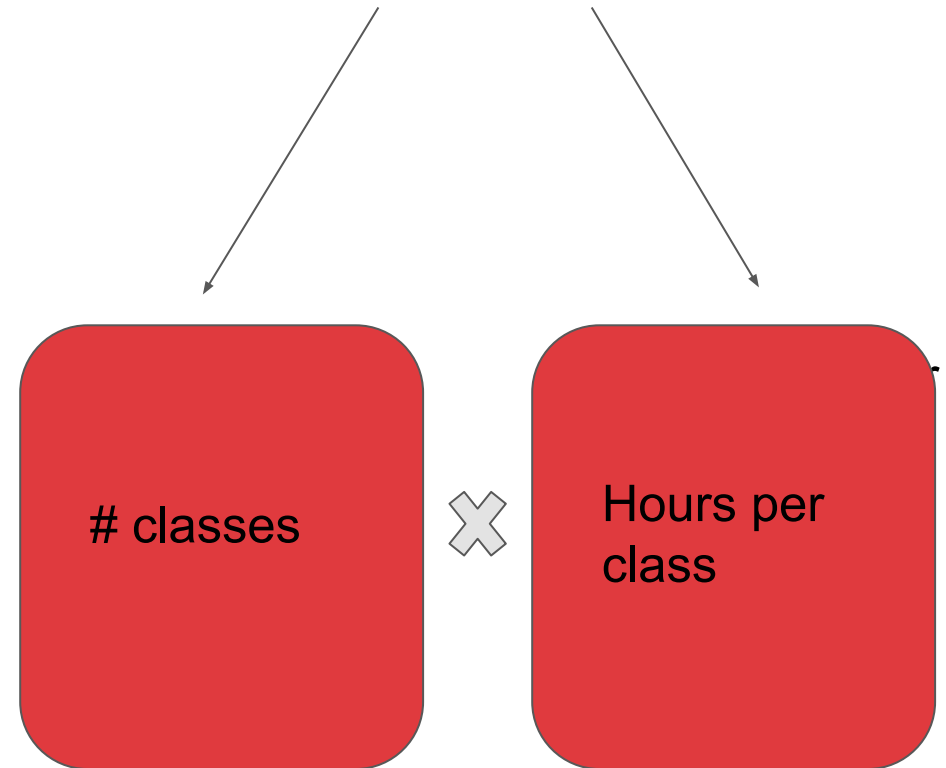
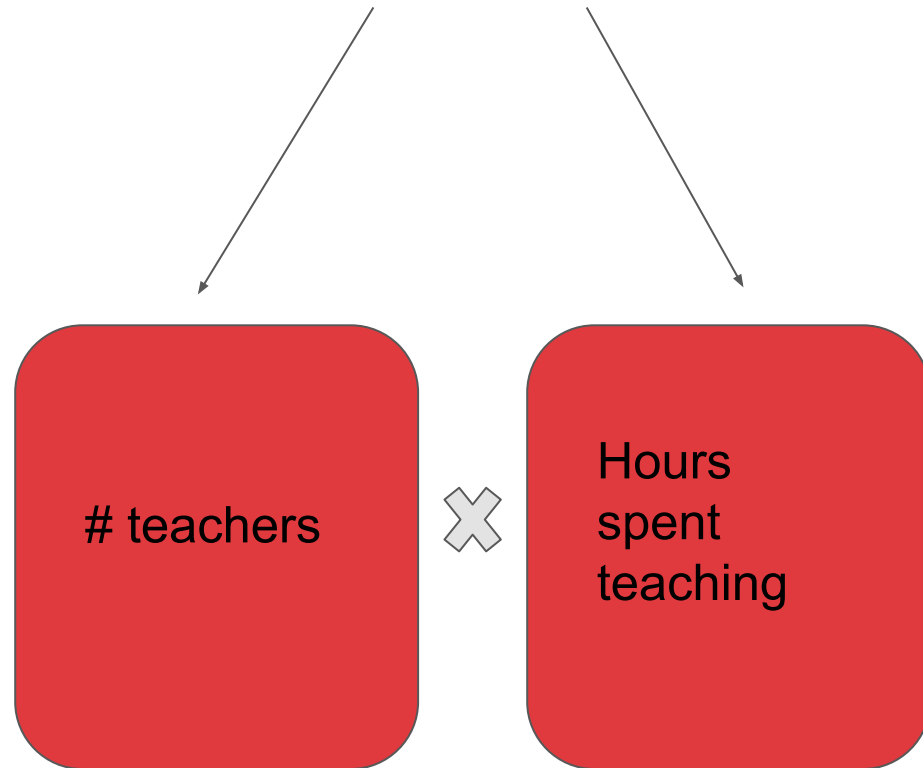


Total demand in pipeline

Hours available  
(from teachers)

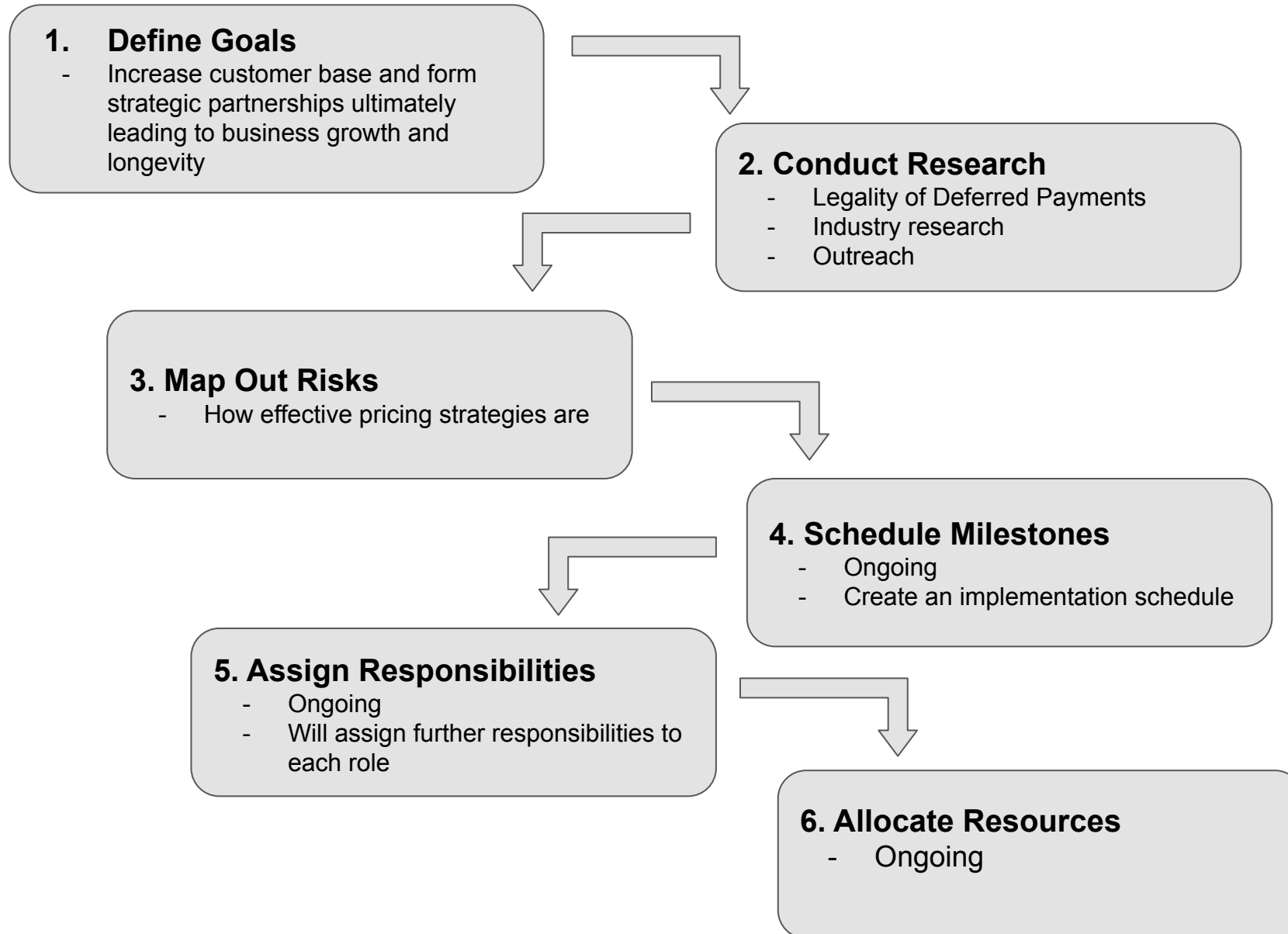


Hours demanded  
(by clients)



- Fem Equity should utilize a dynamic capacity-matching process, where teachers are scheduled to fulfill demand that is in the pipeline (**we will go into more detail during implementation**)
- Who should Fem Equity employee? -> COLLEGE STUDENTS!
  - College students are cheap (will work for \$30/hour)
  - College students looking for experience (will appreciate the “certificates”)
  - They are studied in much of the material we teach
  - They are willing to be scheduled invariably, so that we can match our human resources, and therefore costs, EXACTLY with our demand!
  - **We can pay them as contractors!!**
- Fem Equity should implement testing processes to see how

# Implementation Strategy



# Implementation Schedule

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1. Announce price changes 1-2 months prior to implementing it
2. Implement new prices
3. Conduct weekly meeting with the team to review the results of the new prices
4. After 3 months of implementing new prices, review metrics and goals and adjust accordingly



# Thank You!

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# Meeting Schedule

MEETING	OBJECTIVE	ATTENDEES	SCHEDULE
<b>Kickoff Meeting</b>	Team provides high-level overview of project scope, timeline, and identified stakeholders.	<b>Client &amp; ICF Team</b>	February 25
<b>ICF Team Meeting</b>	Team discusses progress, updates project timeline, and determines any additional client engagement needed.	<b>ICF Team</b>	Weekly
<b>Competitive Analysis</b>	Team scheduling calls with competitors to analyze competitor pricing strategies.	<b>Fem Equity &amp; ICF Team</b>	Ongoing
<b>Client Status</b>	Team provides updates on upcoming milestones and overall progress of project.	<b>Fem Equity &amp; ICF Team</b>	Weekly
<b>Mid Term Review</b>	Team provides updates on deliverables.	<b>Fem Equity &amp; ICF Team</b>	April 16th
<b>Implementation Strategy</b>	Team provides update on Implementation Plan	<b>Fem Equity &amp; ICF Team</b>	April 28th
<b>Final Presentation</b>	Team delivers final presentation and shares collected research, documentation, and analysis with client.	<b>Fem Equity &amp; ICF Team</b>	May 3rd