

Mission, Values,
and Future
Vision

MISSION & VISION

My mission is to catalyze community resilience through programming that uses my love for art for public advocacy. The core values that drive my life are purpose, authenticity, passion, intention, and impact.

Grateful for the opportunities that allowed me to grow, I am passionate about providing equitable support to those who do not have the same. I put this philosophy into action through Sembrando Arte, Cosechando Esperanzas, a project that uses entertainment to fund youth programs addressing mental health through arts and culture. I aspire for this program to grow, using big scale entertainment to have a platform and advocate for the bridging the gaps in communities surrounding education, healthcare, and holistic wellbeing.

To continue growing, I am committed to advancing both my artistry and my impact as a social entrepreneur. I plan to expand my expertise in program leadership, nonprofit management, curriculum design, and trauma-informed arts integration for mental health, while continuing to refine my artistic craft. My work with Coach Lee's after-school program, my capstone project Sembrando Arte, Cosechando Esperanzas, and my subcontracting with local nonprofits are all providing the foundation and experience to take on larger, more ambitious initiatives. I am committed to staying relevant by taking courses, attending seminars, and real life practice. Artistically, I am developing a distinctive brand through performances that blend singing, violin, and salsa dance. By recording and sharing these shows with local agencies, I aim to establish my own platform as an artist, which I can use to amplify and sustain my philanthropic work.

My vision for future success is to expand my career into a brand that has books, public speaking, podcasting to share inspirational stories, arts-integration wellness workshops, performing on diverse stages, all while keeping the purpose of creating meaningful change through sustainable community programs. At the heart of this vision is to challenge society's black-and-white standards and instead invite people to see life in full color by bridging communities, amplifying voices, and creating change through the power of art.

Values Board

For clearer viewing:

<https://gabriellacortesalan.site/documents/VisionBoard.pdf>



Timeline

- **6 months:** graduate, book consistent gigs, start working with clients in your LLC, do another community impact project
- **1 year:** financial independence, release music, form partnerships with community organizations in Orlando.
- **5 years:** make a living from something I love, consistent projects with my nonprofit, have a platform as an entertainment to create social impact

INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis

Small businesses face budget
and logistic constraints,
which big workspaces aren't
addressing.

Small businesses don't have
the budget to play around with
different tools. By offering one
tool that does all, we're
breaking limits and barriers.

INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis

A great integration system to make our app seamless on any platform.



From mobile to tablet to desktop, our app should handle seamless integration for the ease of our users.

INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis

We're not building from scratch; we're building on what's already out there.

With heavy competitor analysis, we can save time, effort, and manpower. We're improving the market, not creating a whole new one.

INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis



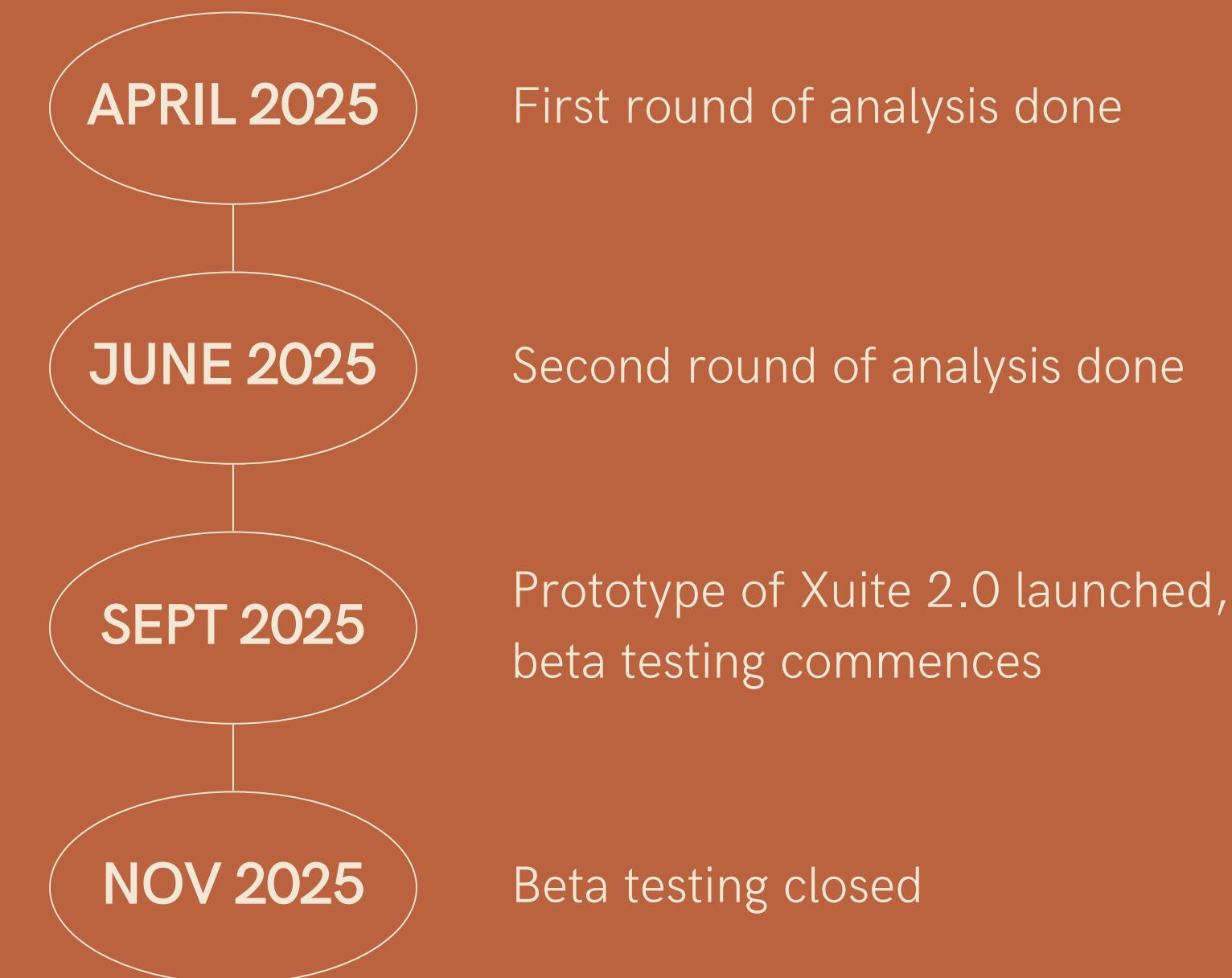
An average daily rate of
14,000 users logging in.

Our competitors are averaging around 7,000 active users daily. If we manage to implement new features and improve their offerings, we expect to double that rate.

INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis

Our Timeline



INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis

Roadmap

Our roadmap is marked by five small goals we need to achieve within a year.



INVEST HEAVILY IN COMPETITOR ANALYSIS

What we're doing by investing heavily in competitor analysis



New competitors
out in the market.

A new competitor is popping up constantly, and our niche market is being eaten up slowly. The best time to innovate is now.



Summary of Strategy

What we're doing by investing heavily in competitor analysis

Small businesses face budget and logistic constraints, which big workspaces aren't addressing.

Small businesses don't have the budget to play around with different tools. By offering one tool that does all, we're breaking limits and barriers.

A great integration system to make our app seamless on any platform.

From mobile to tablet to desktop, our app should be able to handle seamless integration for the ease of our users.

We're not building from scratch, we're building on what's already out there.

With heavy competitor analysis, we can save time, effort, and a lot of manpower. We're improving the market, not creating a whole new one.

An average daily rate of 14,000 users logging in.

Our competitors are averaging at around 7,000 active users daily. If we manage to implement new features and improve on their offerings we expect to double that amount.

New competitors out in the market.

New competition is popping up constantly, and our niche market is being eaten up slowly.



Offer discounts through affiliates

Drawing new users in through discounted services and features can open up the possibility of long-term clients in the future.

**OFFER DISCOUNTS
THROUGH AFFILIATES**

What we're doing by offering discounts through affiliates



Opening up our app to a brand new audience.

More users mean a more robust audience that can give us insights into our company and our app.

A focus on social media and marketing.

Spreading the word can be done quickly and efficiently with the help of online marketing channels.



**OFFER DISCOUNTS
THROUGH AFFILIATES**

What we're doing by offering discounts through affiliates

The price point should not be a barrier to discover new tools.



Whether it's an individual plan or for our various company plans, Xuite shouldn't break the budget.

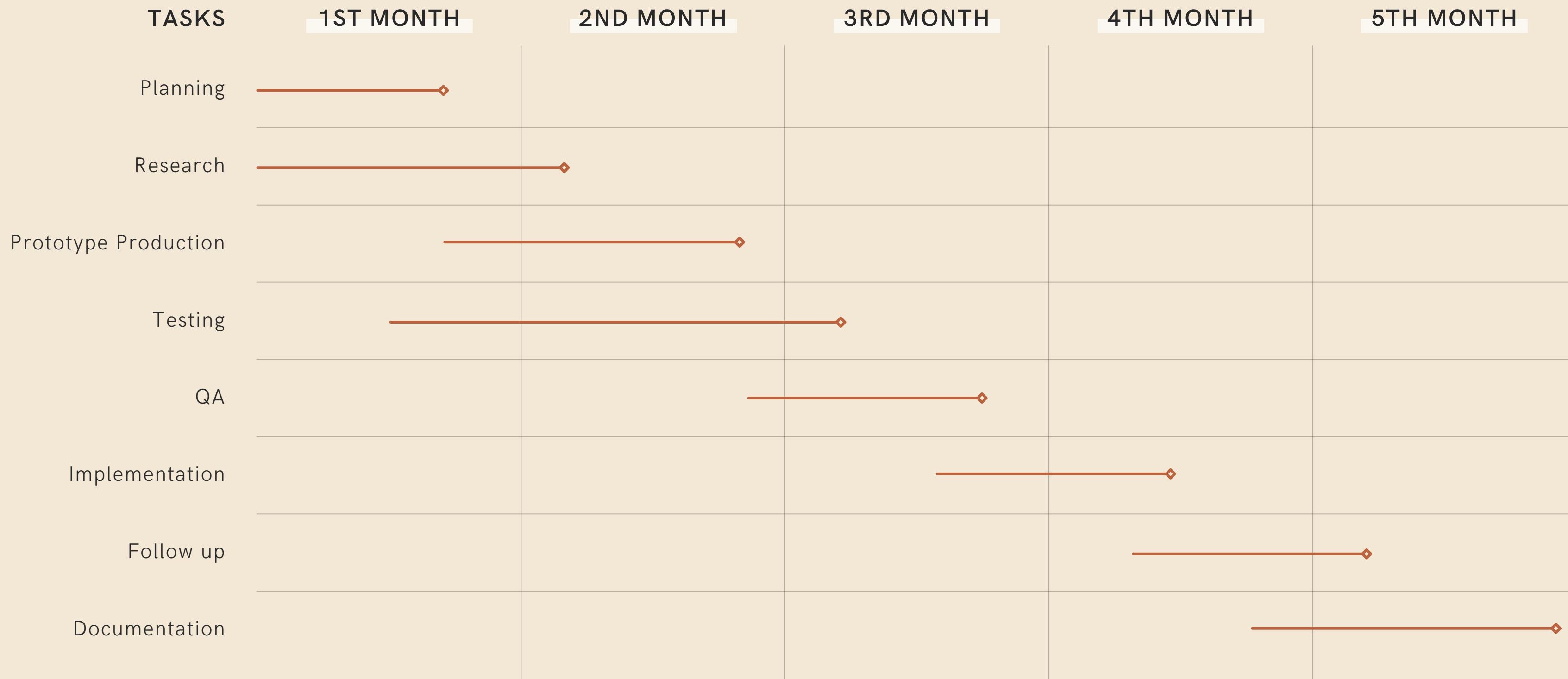
We're aiming to increase our new users by 4x.



Every month, around 2,000 new users sign up for Xuite. We're aiming for a rate of 8,000 monthly.

OFFER DISCOUNTS THROUGH AFFILIATES

What we're doing by offering discounts through affiliates



**OFFER DISCOUNTS
THROUGH AFFILIATES**

What we're doing by offering discounts through affiliates

Competitive pricing is still a little too steep for some of our users.



Settling on a price that's good for the company and good for the majority of our customers is an ongoing issue.

Offer discounts through affiliates

What we're doing by investing heavily in competitor analysis

Opening up our app to a brand new audience.

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Spreading the word can be done quickly and efficiently with the help of online marketing channels.

The price point should not be a barrier to discover new tools.

Whether it's an individual plan or for our various company plans, Xuite shouldn't break the budget.

We're aiming to increase our new users by 4x.

Every month, around 2000 new users sign up for Xuite. We're aiming for a rate of 8000 monthly.

Competitive pricing is still a little too steep for some of our users.

Settling on a price that's good for the company and good for the majority of our customers is an ongoing issue.

Create a more well-rounded premium Xuite



We're in the works of creating a better version of our premium app to incentivize companies to invest despite a higher price point.



Summary

INVEST HEAVILY IN COMPETITOR ANALYSIS

PROBLEMS WE ARE SOLVING OR OPPORTUNITY WE ARE GOING AFTER

By learning how our competition works, their benefits and their failings, we can improve on our product. Building on others' experiences can help us get ahead of the game.

SUPPORT WE NEED TO ACHIEVE THIS GOAL

From mobile to tablet to desktop, our app should be able to handle seamless integration for the ease of our users.

HOW WILL ACHIEVING THIS GOAL HAVE A GREAT IMPACT?

Achieving this goal can help us with our third major goal for the year.

KEY METRICS. HOW WILL WE KNOW WE HAVE ACHIEVED THIS GOAL? HOW DO WE KNOW IF WE ARE SUCCESSFUL?

Our competitors are averaging at around 7000 active users daily. If we manage to implement new features and improve on their offerings we expect to double that amount.

OFFER DISCOUNTS THROUGH AFFILIATES

PROBLEMS WE ARE SOLVING OR OPPORTUNITY WE ARE GOING AFTER

Drawing new users in through discounted services and features can open up the possibility of long-term clients in the future.

SUPPORT WE NEED TO ACHIEVE THIS GOAL

Spreading the word can be done quickly and efficiently with the help of online marketing channels.

HOW WILL ACHIEVING THIS GOAL HAVE A GREAT IMPACT?

By drawing in new users and companies belonging in similar niches.

KEY METRICS. HOW WILL WE KNOW WE HAVE ACHIEVED THIS GOAL? HOW DO WE KNOW IF WE ARE SUCCESSFUL?

Every month, around 2000 new users sign up for Xuite. We're aiming for a rate of 8000 monthly.

CREATE A MORE WELL-ROUNDED PREMIUM XUITE

PROBLEMS WE ARE SOLVING OR OPPORTUNITY WE ARE GOING AFTER

We're in the works creating a better version of our premium app, to incentivize companies to invest despite a higher price point.

SUPPORT WE NEED TO ACHIEVE THIS GOAL

A budget shift in our app's development department can help us create the app we want.

HOW WILL ACHIEVING THIS GOAL HAVE A GREAT IMPACT?

With further incentives, more companies will opt to pay for better plans.

KEY METRICS. HOW WILL WE KNOW WE HAVE ACHIEVED THIS GOAL? HOW DO WE KNOW IF WE ARE SUCCESSFUL?

Only 5% of our current users pick the premium plan. We want to increase this to at least 15%.



Thank you for attending
this presentation!

Meet the Team



DELILAH STEATH

Head of HR



DORIS ZIMMERMAN

In-House Consultant



CAMERON WEBBER

Head of Consulting

Free

Resources

Use these free recolorable icons and illustrations in your Canva design

