



INNOVATION *Women*

Business Strategy and Analysis

TEAM 4

EXECUTIVE SPEAKING

A COMPANY DEDICATED FOR PROFESSIONAL SPEAKING ENGAGEMENTS SPECIFICALLY FOR WOMEN USING THEIR ONLINE PRESENCE.

Key Challenges

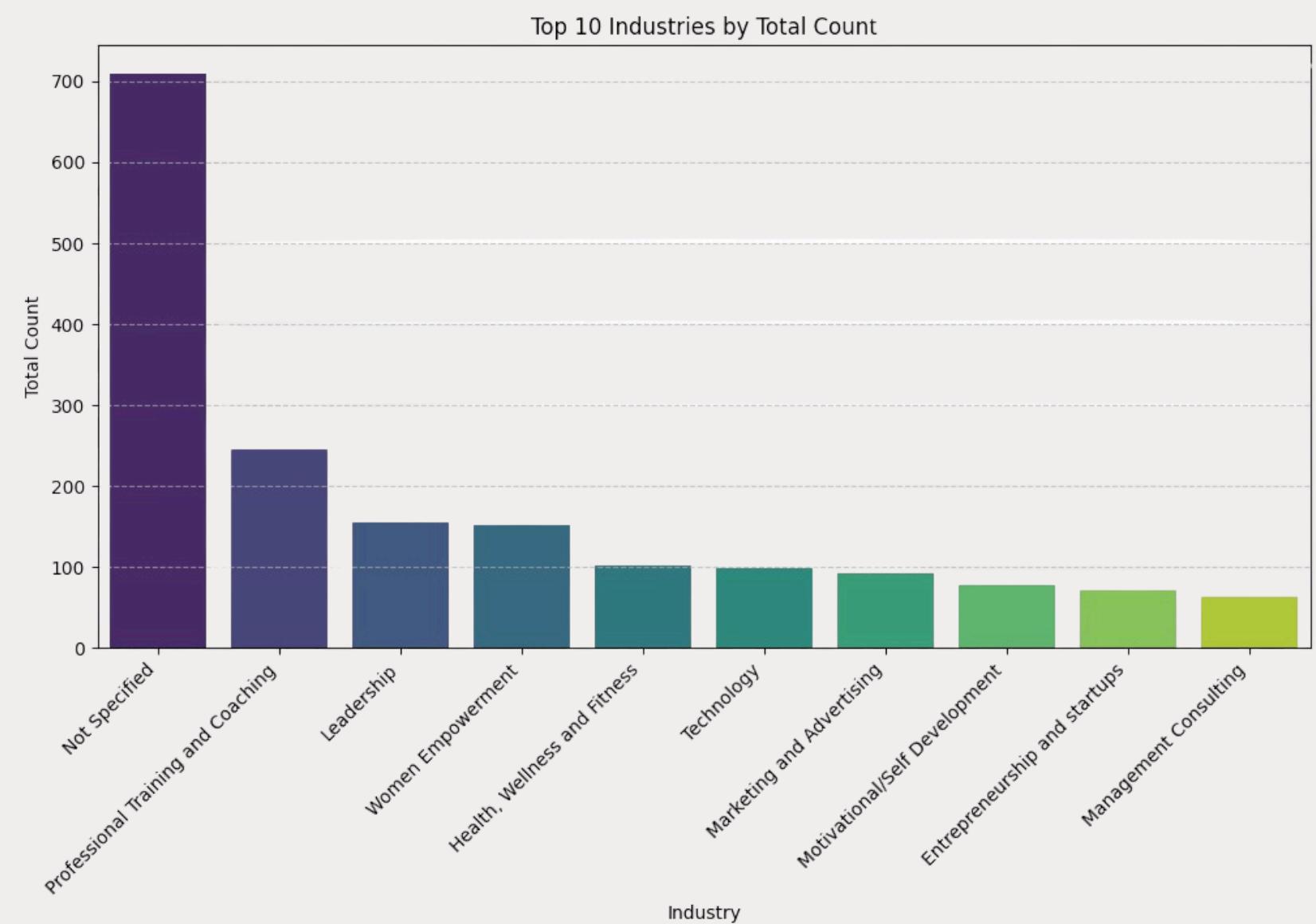
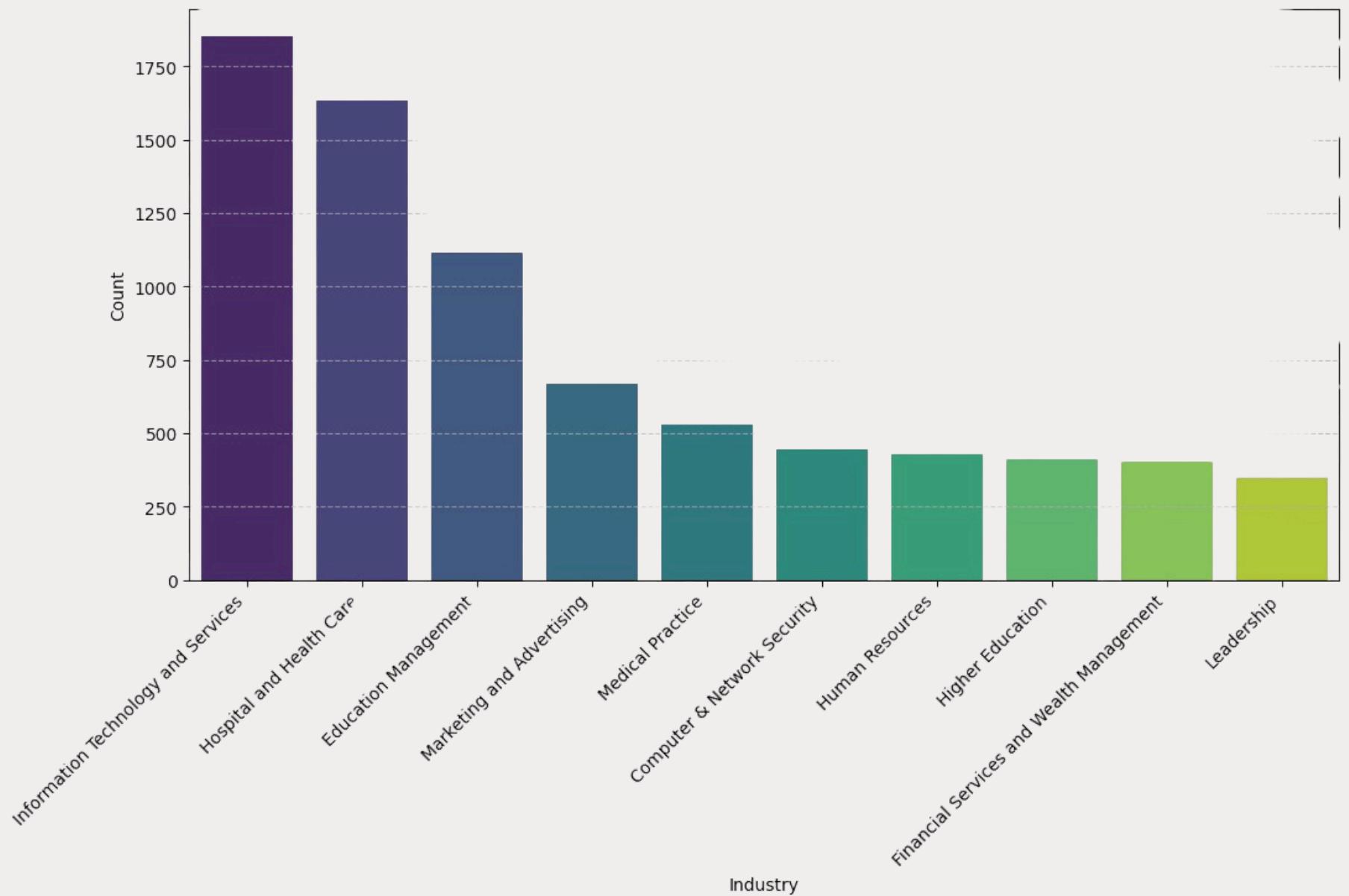
- Underutilized event listings and speaker-event matching system.
- Lack of personalization in speaker-event matching.

Objectives

- Improve net cash flow through bundled offer strategy
- Improve customer experience personalized event matching.



Gap between Events and Speakers - Industries



CUSTOMER EXPERIENCE

► IMPLEMENTING STRATEGIES

Bundle Pricing

Personalized Event Matching

► STAKEHOLDER BENEFITS

Speaker will have
more personalized
event listings

The event planners will
be able to see an
organized list with the
top applicants upfront



PROTOTYPE

Innovation Women - Innovative + speaker.innovationwomen.com/events

Gmail Navigating client, st... YouTube Maps

Logout

INNOVATION Women

Speaking Opportunities

Events where you'd be a Top Applicant

Based on your speaker profile, specialized industry experience and feedback on similar events

Women's Global Leadership Conference in Energy 2025
October 28-29, 2025 | Marriott Marquis Houston | Houston, TX
Deadline to apply May 30, 2025 • Matching 85%

20th Annual National Women's Business Leadership Conference
November 6-7, 2025 | The Gaylord National Resort and Convention Center | National Harbor, MD
Deadline to apply June 30, 2025 • Matching 78%

Women's Business Group Virtual Speakers Series
June 13, 2025 | Virtual
WBG Monthly Series • Matching 60%

Show all →

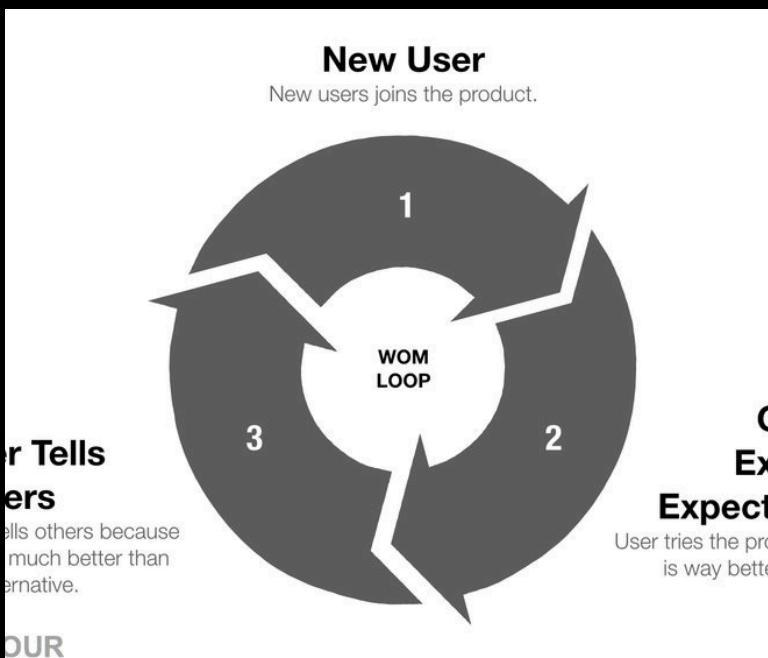
Precious W presented Women

USER SATISFACTION & PLATFORM EFFICIENCY



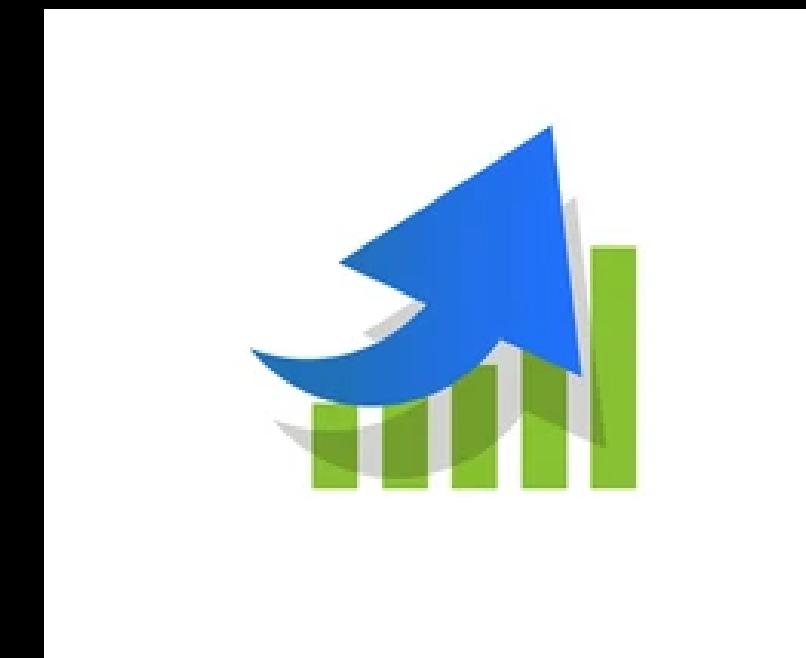
IMPROVED USER ENGAGEMENT

SPEAKERS AND ORGANIZERS CAN CONNECT MORE EASILY, BOOSTING INTERACTIONS.



WORD-OF-MOUTH GROWTH

ORGANIC MARKETING THROUGH SATISFIED USERS.



EFFICIENCY GAINS

REDUCES OPERATIONAL FRICTION, SAVING TIME AND COSTS.

FINANCIAL PERSPECTIVE

HIGHER MEMBERSHIP & ENGAGEMENT

- Increased conversion and retention in initial months.

LONG-TERM GROWTH

- Higher Customer Lifetime Value (LTV) as users continue to engage with the platform.

FINANCIAL PERSPECTIVES

DISCOUNTED AT

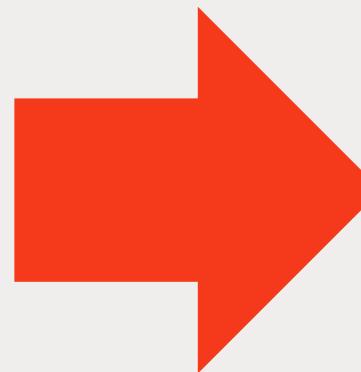
\$309

**Speaker Membership +
Kickstart Cohort
Training**

DISCOUNTED AT

\$349

**Content Creator
Membership + Kickstart
Cohort Training**



Long-Term Strategy

- Discount provides a low-risk entry point for new users.
- Strengthens customer loyalty through comprehensive bundled offers.



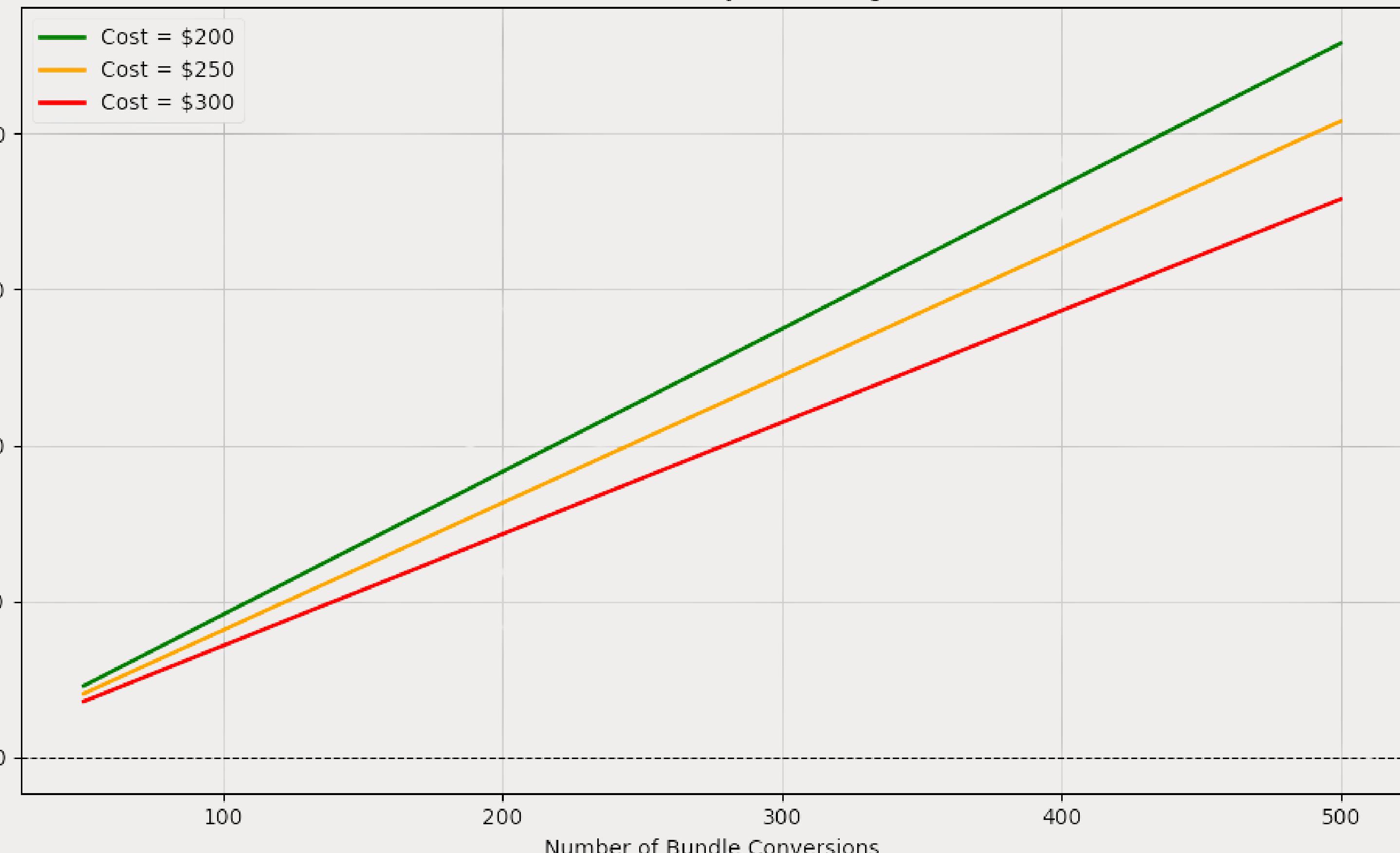
High Retention rate of **95%**

~10,000 Members within **2 to 3** years

NET PROFIT GROWTH

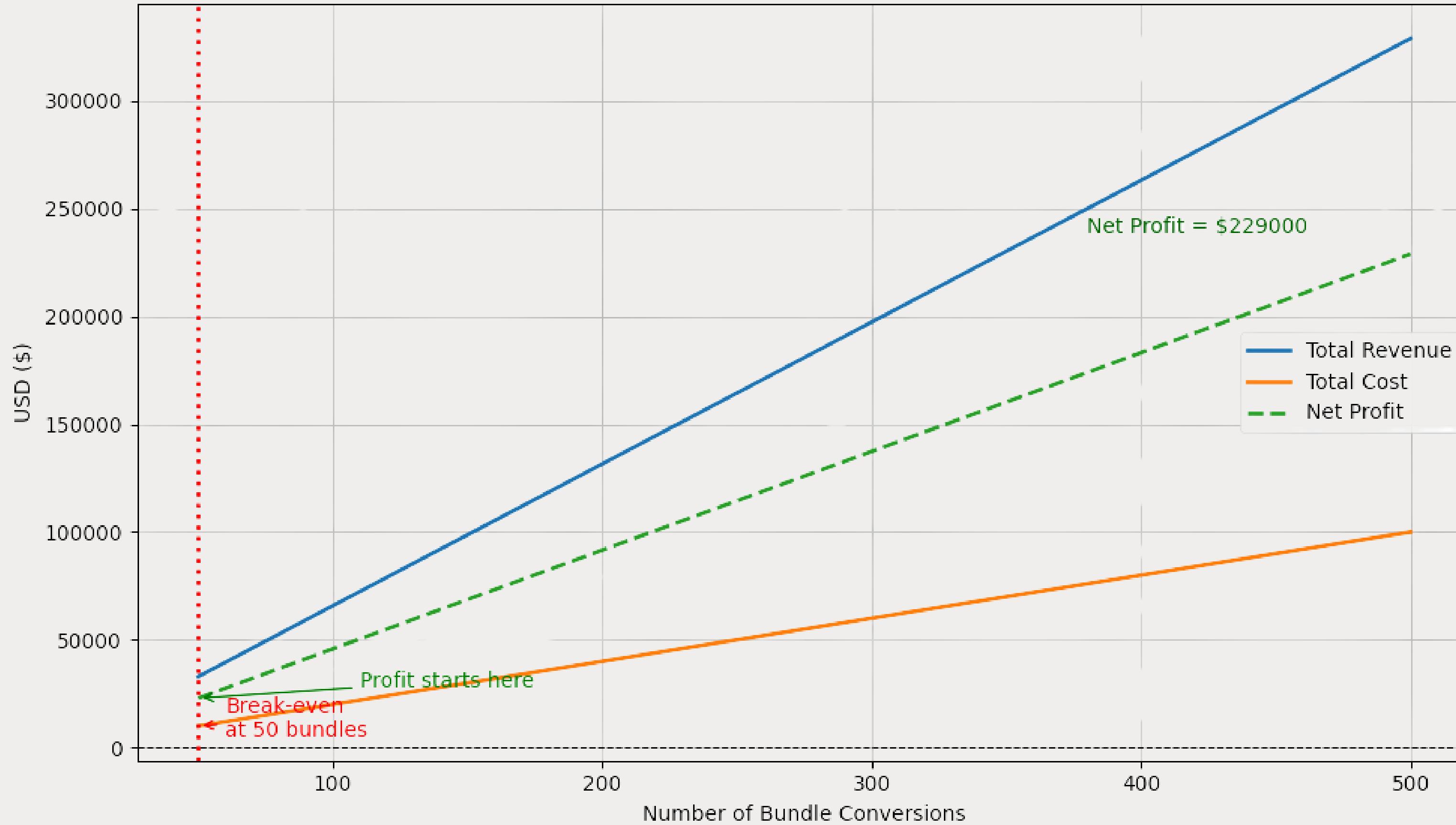
Net Profit Sensitivity to Training Cost

- Break-even with 50 customers
Projected net profit of **\$229,000** with .
- In the first year, **200 customers** could yield **\$200,000** in profit.



STRATEGY FOCUS

Financial Impact of Bundle Adoption (with Annotations)



- Primary goal is to **attract new users** and improve **retention** with Kickstart Cohort Training.
- No impact on existing profits, bundles **enhance value** without cannibalizing existing plans



Conclusion

- **Bundle Subscription Pricing & Personalized Event Matching** are key Strategies
- **Future Outlook:** Innovation Women LLC is poised for sustainable growth, with **high rewards** and **low risk**.
- **Projected Impact:** \$229,000 profit after 500 customers, a 95% retention rate, and reaching 10,000 members.

Thank You

INNOVATION
Women