

Problem Statement

Crater is a new educational service designed for students of all learning abilities that are looking for real life applications to their schooling. The current educational environment, both traditional and advanced contains well established educational programs and services vying for consumers' attention and loyalty. The key challenge will be our brands positioning, messaging as well as overall service in order to capture a significant portion of the educational market.

Internal and External Analysis

Strengths <ul style="list-style-type: none">• Projects• Focuses on hands on learning• Can see impact from learning• Attractive to students and teachers	Weaknesses <ul style="list-style-type: none">• Lack of finances• Lack of marketing flexibility• Need support from teachers and tutors to support learning
Opportunities <ul style="list-style-type: none">• Community benefit• Substantial impact on current environment• Parental involvement• Can acquire help from University students who need volunteer hours and looking for extracurricular involvement	Threats <ul style="list-style-type: none">• Current well established learning services• Online resources and other services may seem more practical

Consumer Segmentation

Consumer Profile	Demographic	Benefits Sought	Lifestyle Characteristics
Jackson	<ul style="list-style-type: none">- Secondary Student (Grade 10)- Male and Female- Ottawa	<ul style="list-style-type: none">- Wants hands on learning- Learning real world applications	<ul style="list-style-type: none">- Sports enthusiast (hockey, soccer)-

Jeniffer	<ul style="list-style-type: none"> - Primary Student (Grade 4) - Male and Female - Learning disability - Ottawa 	<ul style="list-style-type: none"> - Engagement - learning basic fundamentals 	<ul style="list-style-type: none"> - loves art, music - Youngest in family
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Implementation Analysis

	1-3 Months	4-6 Months	7-24 Months
Marketing	<ul style="list-style-type: none"> - Collect primary and secondary research on attitudes towards current tutoring services - Create a promotional campaign to support the launch of our service “See Your Impact” 	<ul style="list-style-type: none"> - Conduct research to re-evaluate the attitudes towards the promotional campaign to determine changes - Advertise on social media 	<ul style="list-style-type: none"> - Re-evaluate target market’s reaction to current marketing strategies; tweak promotion if needed - Continue to advertise on social media - Advertise new subjects being added for projects
Implementation	<ul style="list-style-type: none"> - Partner with various schools, try to provide them with workshops at next teacher conference - Demonstrate service in specific class rooms 	<ul style="list-style-type: none"> - Increase the number of schools our service is implemented in - Supervise and evaluate student performance 	<ul style="list-style-type: none"> - Continue to improve accessibility and increase the amount of subjects we have for projects - bug fixes
Finance	<ul style="list-style-type: none"> - Construct a budget for the service. - Acquire sponsorship and partnerships (Enactus...) - Analyze and review financial statements to identify areas that require financial aid 	<ul style="list-style-type: none"> - Evaluate sales of Crater and determine areas of weakness - Invest in marketing and promotion in order to improve company awareness 	<ul style="list-style-type: none"> - Re-evaluate sales in order to determine the success of the service - Continue to invest in marketing to maintain public image - Re-evaluate cost structure

Revenue Streams

1. School subscriptions → Value to schools:
 - a. Additional teachers and tutors in the classroom to help improve classroom learning
 - b. Resources for these projects to run smoothly, ie. additional books, iPads etc
2. Ad Revenue