

InnovationWomen

***Becoming the Shark You Are
Meant to Be***

Launching the Innovation Women
Higher-Level Education Ambassadors Program

I. Executive Summary

Innovation Women is a mission-driven platform dedicated to amplifying underrepresented voices in professional public speaking. As the landscape of professional visibility evolves, so must the strategy to ensure the platform's growth and long-term sustainability. Our proposed solution—**The Higher-Level Education Ambassadors (HLEA) Program**—bridges the gap between student potential and industry opportunity, establishing a scalable, institutionally integrated engagement model. This program leverages Boston's dense graduate student ecosystem to develop a loyal base of early-career subscribers who will not only sustain revenue but also become long-term brand advocates.

Despite Boston being Innovation Women's strongest market, students comprise only 0.075% of total subscribers—a missed opportunity considering the region's 148,000 graduate students (58% female). The HLEA model proposes assigning **one ambassador and 21 graduate speakers per institution**. Each speaker subscribes at a flat \$120 annual fee. Starting with five institutions in Year 1, we expand to five more annually, reaching 20 Boston institutions by Year 5. At this inflection point, the program expands to New York City, and five years later, to Washington, D.C. This phased strategy accounts for evolving market dynamics and adapts using a data-informed forecast validated by Python and Excel-based financial modeling.

Through curated engagement (e.g., Speaker Friend Fridays), academic collaboration, and DEI-driven positioning, HLEA directly addresses Innovation Women's three key business goals: enhancing acquisition and retention, expanding sustainable net cash flow, and growing brand visibility. Our impact forecast, based on real retention scenarios, predicts net profits rising from **\$11,600 in Year 1 to \$136,553 by Year 5** with retention, and only \$46,400 without. HLEA represents a powerful step forward—transforming underutilized segments into profitable, mission-aligned channels.

II. Problem Statement & Business Context

Innovation Women was founded with the mission of increasing the visibility of women in professional speaking, especially in underrepresented fields. While the platform offers a rich pool of speakers and serves a variety of event managers, its business model must evolve to meet new growth challenges. One major issue is the lack of engagement with the graduate student population, despite strong DEI alignment and institutional proximity. The professional pipeline is forming earlier, and without capturing new users in their formative years, Innovation Women risks missing long-term revenue and influence opportunities.

In addition, retention data shows a steep drop-off in the first and second years of membership. Of the 167 cancellation requests, **over 80% occur within the first two years**. The cost of acquiring new members without retention leads to a plateau in revenue and a stagnation of user growth. Concurrently, opportunities to build sustained engagement through institutional partnerships are being underutilized.

In this context, the HLEA model was developed to address the twin challenges of **acquisition inefficiency** and **subscriber churn** by embedding Innovation Women within higher education ecosystems and creating grassroots networks of brand advocates and content producers.

III. Data Exploration & Insights

We began by analyzing internal subscription and cancellation data. With 2,637 active subscribers and 167 cancellations, we observed that **52.8% of cancellations occurred in Year 1**, followed by **30.1% in Year 2**, confirming that early retention is a critical vulnerability. Sentiment analysis from testimonials revealed overwhelmingly positive emotional alignment—words like “trust,” “joy,” and “anticipation” dominated feedback indicating that the product delivers value when properly engaged.

Keywords from the platform further revealed strong representation in topics like **Leadership (825 tokens)**, **Women Leadership (1043 tokens)**, and **Professional Coaching (228 tokens)** areas of natural alignment with graduate-level development programs. Geo-demographic analysis highlighted **Boston as the top subscriber city (220 users)**, followed by NYC and D.C., offering a clear regional roadmap for expansion.

Additionally, we performed the sentiment analysis using the nrc emotion lexicon available in R on the testimonials data collected from the speakers and the event managers of Innovation Women and below are the results of the sentiments.

Sentiment	Score
Positive	69
Trust	30
Anticipation	25
Joy	21
Fear	5
Negative	5
Surprise	5
Anger	4
Disgust	3
Sadness	1

Financially, our modeling used CSV data and Python notebooks to simulate two core scenarios: with retention (60%) and without. Under flat retention, revenue rises from \$12,600 to \$140,553 in Year 5; net profits scale from \$11,600 to \$136,553. Without retention, revenue plateaus at \$50,400 annually, with net profits stagnating at \$46,400. This confirmed the compounding financial value of recurring users.

IV. Proposed Strategy & Solutions

The HLEA program introduces a distributed growth model by embedding one trained ambassador and 21 subscribed graduate speakers per academic institution. Ambassadors function as Innovation Women liaisons, coordinating events, checking progress, facilitating newsletter content, and maintaining a visible presence on campus.

Unlike top-down marketing strategies, HLEA cultivates peer-level relationships. Ambassadors build trust with graduate students, guiding them from casual attendees to paid subscribers. Events like “Speaker Friend Fridays,” hosted in collaboration with Lioness Magazine, increase member visibility and strengthen retention.

External research supports the model. In ambassador programs across sectors, referred customers demonstrate **30% higher AOV**. Moreover, studies show 95% of HR professionals rate public speaking as a top workplace skill, yet most institutions lack infrastructure for this training opening the door for Innovation Women to offer value.

With each ambassador managing 21 speakers at \$120 each, each school generates \$2,520 in revenue. Starting with five schools in Year 1, this yields \$12,600. Incrementally expanding five institutions yearly grows revenue while maintaining costs, as administrative overhead remains low.

V. Implementation Plan

The five-year phased launch plan begins with five Boston institutions: Hult, Northeastern, Boston University, Simmons, and Suffolk. Each year adds five more until 20 are onboarded by Year 5. In Year 5, geographic expansion targets New York City using Boston's framework, with Washington, D.C. added by Year 10.

Ambassador recruitment will use a competitive application system. Ambassadors will undergo training and monthly POC check-ins. Their responsibilities include hosting events, managing graduate speaker progress, and reporting key performance indicators.

Key rollout infrastructure includes:

- Institutional MoUs for space access
- A virtual training platform
- Quarterly progress dashboards
- Social content pipelines via Lioness
- Feedback loops and reassignment options for underperforming schools

Operational cost is minimal: estimated at \$1,000–\$4,000 annually. With institutional partnerships offering space and promo support, most expenses are related to ambassador training, content materials, and admin oversight.

VI. Expected Impact & Success Metrics

Our financial models, derived from Python notebooks and Excel simulations, tested two primary conditions: flat 60% subscriber retention versus zero retention. Forecasted impact includes:

			Net Profit
● Year		1	\$11,600
● Year		2:	\$33,217
● Year		3:	\$64,851
● Year		4:	\$106,502
● Year		5:	\$136,553

Under no-retention conditions, profit plateaus at \$46,400—reinforcing the necessity of retention-driven design. Annual ROI under flat retention rises from **1,160% to 3,413%**, showcasing strong compound benefits.

Engagement metrics:

- Over **1,800 graduate speakers onboarded** in Boston by Year 5
- Event attendance boosted via average **25% student conversion rate** (based on external attendance data)
- 3–5 new institutional MoUs per year

- 20% increase in users under 30 in Innovation Women's speaker pool
- 60% of student users convert to long-term subscribers post-graduation
- Doubling of Lioness Magazine student-led content production within three years

Ambassadors will use dashboards to report metrics quarterly. A cumulative “HLEA Impact Report” will be published in Year 3 and again in Year 5, supporting transparency and partner updates.

VII. Conclusion

HLEA is more than a program, it's a strategic initiative that addresses Innovation Women's greatest business challenges. It creates a self-sustaining growth engine by turning underutilized student demographics into active contributors. Financially, it scales with precision, adding profitability and stability each year. Institutionally, it builds long-term relationships with universities and creates a funnel of leadership-minded, DEI-aligned talent.

The dual impact, enhancing acquisition and retention while increasing sustainable cash flow, is backed by external research, internal data, and a tested ambassador model. Most importantly, it achieves what Bobbie Carlton set out to do: **save time, save money, and make money**. With HLEA, Innovation Women not only grows revenue but also strengthens its role as a leader in equitable visibility.

Sentiment Analysis using the testimonials as unstructured data and converted them into structured tokens and performed NLP

	sentiment	n
1	positive	69
2	trust	30
3	anticipation	25
4	joy	21
5	fear	5
6	negative	5
7	surprise	5
8	anger	4
9	disgust	3
10	sadness	1

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