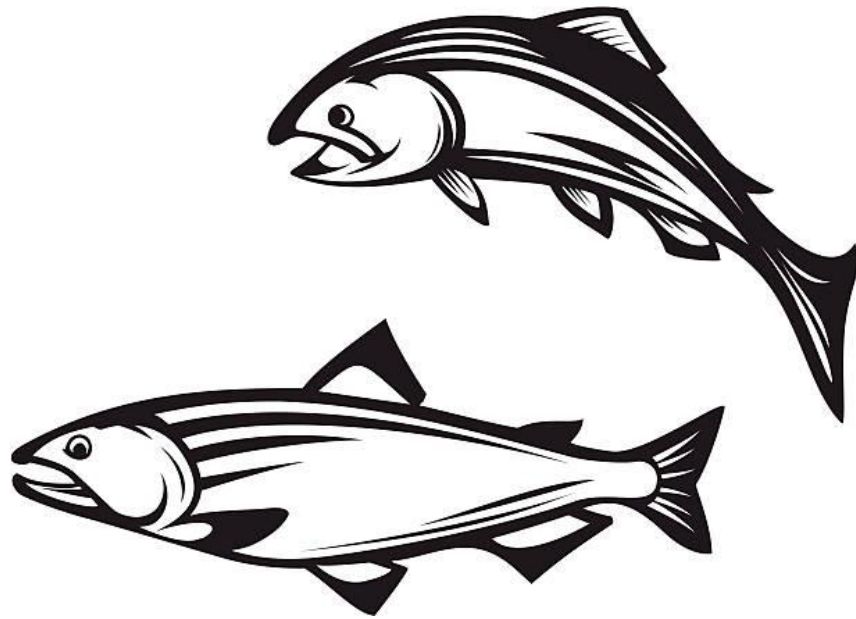




STELL

FRANK CUI | LENA SHELLEY | EMMA BRAND |
GLORIA TANG | ANDREW HITCHCOCK

Why We're Here - SCKQ



How can Stell alter their branding to help position themselves as a leader in the increasing wave of corporate environmental awareness?

SOLUTION: Build



VISIBILITY



RELATIONSHIPS

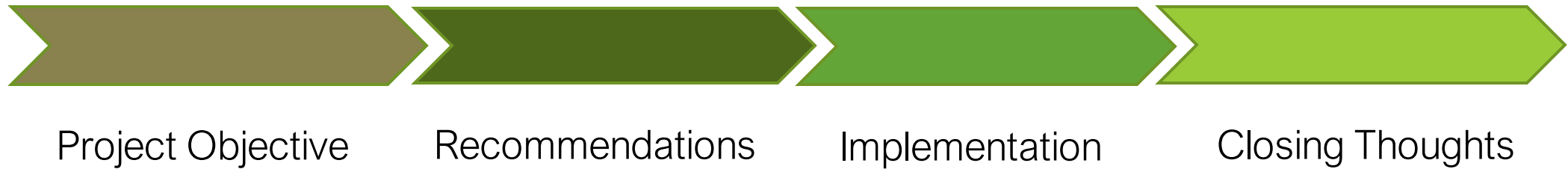
TO CREATE



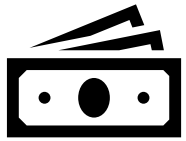
VALUE

Galvanizing
community
through
sustainability.

Agenda



Millennial Power



\$ 1.4 trillion

buying power by 2020



66%

product sustainability purchase drivers



75%

would take a pay cut to work for
a socially responsible company

Who are Stell's competitors?

Harris Environmental

- 8A company
- clients from private sectors such as Boeing
- Active Facebook page

Herrera Environmental

- 8A company
- practice in both public and private sectors
- Frequently updated blogs on the website and Facebook

Georgia Strait Alliance

- Non-profit organization to save the Salish Sea
- Twitter and Facebook w/ 8k followers
- Clear website with annual achievement reports

Visibility

Building
online presence



Networking



Outreach



Digital Marketers: \$13k allocated

Ernst Media



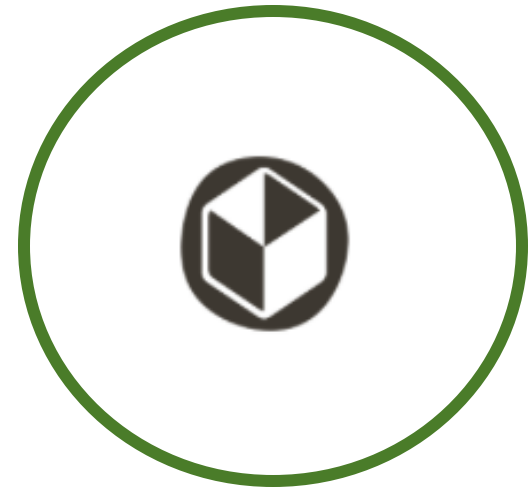
\$50-\$99 / hr

Wire Stone



\$50-\$99 / hr

Brown Box Branding



\$50-\$99 / hr

Implementation

30 days:
Firm chosen &
social
accounts
created

90 days:
Micro-
outreach at
UW + weekly
posts

1 year:
Seattle org
outreach + bi-
weekly posts



Connections

Start Small

Target smaller players first

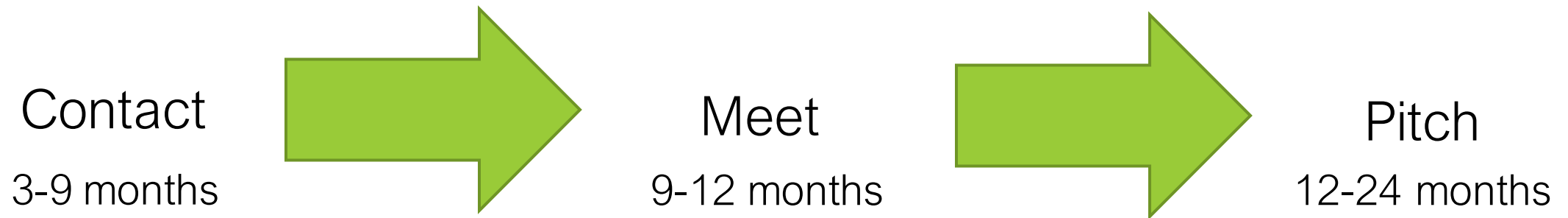
Dan Brown: Director of the School of Environmental and Forest Sciences

Lisa Graumlich: Dean of the College of the Environment

Long-term Target Matrix

	Companies	Non-Profit Foundations	Venture Capitalists
High Receptivity	Microsoft Starbucks Boeing Darigold	Bullitt Foundation	SJF Ventures
Medium Receptivity	Amazon Woodland Park Zoo Google	The Brainerd Foundation The Bill and Melinda Gates Foundation	RSF Social Finance
Low Receptivity	Facebook		

Implementation



Where is value missing?



Recognition

Currently, Stell has about .02% of the market, we would like to increase this number



Funding

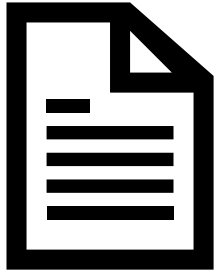
Crucial to the growth of the Salish Sea project



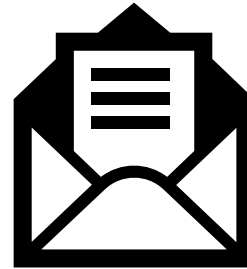
Profit

Possibility of growth in the market as Stell develops relationships with industry leaders

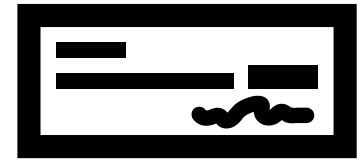
Obtain Government Grant



Rework Business Plan



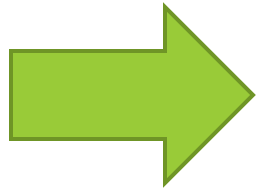
Submit grant application



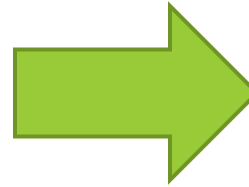
Either: obtain grant or
move on to Plan B

Implementation

1-2 Months
Rewrite the business
plan



2-3 Months
Complete total grant
application



3 Months
Submit grant



Plan B: Non-Profit Funding



Engage the
community

Larger pool of
donors

Steady
stream of
funding

Closing Thoughts



Galvanizing community
through sustainability.