

Gateway X

Strategy

How can Gateway X *attract more* quality aspiring entrepreneurs?

Team 8.1

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Statement of Purpose

Our proposed communication strategy unfolds in three phases, with the overarching goals of the following:

- 1.** Boosting Gateway X's visibility and appeal
- 2.** Clarifying and establishing the connection between Bootstrapped Giants and Gateway X
- 3.** Formalizing the Gateway X brand

Persona 1: First Time Founders

Psychographics

Millennials favor digital platforms, with STL Today and STL Biz Journal being key sources for staying informed. STL Today, the St. Louis Post-Dispatch's digital platform, offers real-time updates for millennial entrepreneurs. STL Biz Journal is a preferred digital destination for in-depth analyses and business perspectives on the St. Louis startup scene, delivering comprehensive coverage through articles, interviews, and industry reports that align with millennials' preference for quality insights and a deeper understanding of the business landscape.

Motivators

Millennials, often referred to as the "Me Me Me Generation," are drawn to entrepreneurship as it aligns with their upbringing that prioritizes self-actualization and independence. Financial incentives are powerful drivers for millennials in entrepreneurship, with almost half of them emphasizing the importance of disposable income for personal pursuits—a sentiment more than double that of Generation X. Millennials, characterized by a desire for personal impact and fulfillment, seek more than just a job; they aim to leave a meaningful mark on the world. This distinct trait is a driving force behind the appeal of entrepreneurship, offering millennials a direct avenue to enact change and create something influential.

Deterrents

The risk of failure stands as a stark deterrent for millennials contemplating entrepreneurship, especially considering the financial tightrope many walk on. With 73% of millennials living paycheck to paycheck, the margin for error is notably thin. The risk of burnout and disengagement is heightened due to the prolonged focus required before reaping significant rewards. However, a venture studio model, like that offered by Gateway X, addresses these concerns by handling the ideation and riskiest phases of business creation.

Persona 2: Experienced Executives

Psychographics

The technological fluency of Generation X is evident in their active online engagement, with a substantial 80% participating on social media, highlighting their comfort with digital platforms crucial in modern communication and business. Their openness to adopting new technologies is a notable asset in the entrepreneurial landscape, enhancing their ability to leverage the latest digital tools for success in today's digital-centric economy.

Motivators

Generation X is distinguished by a drive for challenges and a strong desire for achievement. This drive propels many to embrace entrepreneurship as the ultimate business challenge. They are attracted to the rigor and risks involved in starting a business, seeing it as an opportunity to prove their mettle and make a significant professional impact. Another potent motivator for the experienced executive persona is the ability to apply their honed skillset. These individuals have often developed a robust repertoire of management and improvement competencies through their tenure in corporate roles. Gateway X's model presents an attractive opportunity for these seasoned professionals to leverage their skills in a new context.

Deterrents

Experienced executives may be accustomed to a high level of autonomy and control in their roles. Joining a venture studio, where the ideation process and riskiest parts of creating a business are often undertaken centrally, could be perceived as a potential loss of independence for executives who are used to making strategic decisions on their own. Executives with extensive corporate backgrounds may have reservations about fitting into the entrepreneurial culture prevalent in venture studios. The shift to a fast-paced world of startups might create discomfort and uncertainty.

Persona 3: eMBA Students

Psychographics

Executive MBA students are typically characterized by high levels of career ambition, a strong desire for professional growth, and a commitment to continuous learning. They often value efficiency and practicality in their education, seeking programs that align with their busy schedules and provide immediate applicability to their workplace. This demographic tends to prioritize lifelong learning and strategic thinking in their pursuit of leadership roles.

Motivators

The primary motivators for these students include the pursuit of career advancement, increased leadership capabilities, and the development of a strategic business mindset. Many are driven by a sense of competitiveness within their industries and seek to enhance their skills to stay at the forefront of market trends. The desire for a strong professional network and the opportunity to learn from experienced faculty and peers also serve as powerful motivators, fostering a collaborative and growth-oriented mindset among this group.

Deterrents

Deterrents for executive MBA students may include the substantial time and financial commitments required for the program. Balancing work, family, and academic responsibilities can be challenging, and some prospective students may be deterred by the perceived sacrifices involved. Additionally, concerns about the potential disruption to work-life balance and the ability to immediately apply newly acquired knowledge in their current roles may influence their decision to pursue an executive MBA. Addressing these concerns and highlighting the long-term benefits of Gateway X is crucial in attracting and retaining this driven and discerning demographic.

Communication Strategy

Our communication strategy for Gateway X is a three-part plan designed to boost social media presence, tap into marketing opportunities in Jesse's Bootstrapped Giants newsletter, and capitalize on in-person networking. This strategy aims to maximize event attendance by first expanding online reach and then capitalizing on this extended reach to advertise the in-person event.



Phase 1:

Increasing Gateway X's Social Media Presence

Strategic use of LinkedIn is critical.

Key Insights:

Companies with a complete, active LinkedIn Page see 5x more page views. They also get 7x more impressions per follower and 11x more clicks per follower.

On average, entrepreneurs are far more likely than the average LinkedIn member to engage heavily with the platform. Compared with other LinkedIn members, entrepreneurs have 67% more company follows.

52 million people use LinkedIn to search for jobs each week

LinkedIn's own research shows that companies with a strong brand presence on LinkedIn are twice as likely to be considered for job openings and four times as likely to be considered for business partnerships.



Gateway X
5,432,203 followers
3w •

[+ Follow](#)
...

After closing her first startup, Carolyn knew she needed to understand growth marketing, finance and product unit economics more. For the second time, Carolyn is building a new D2C brand with Gateway X. [...see more](#)





- ✔ \$0 to \$3M revenue, break-even, and growing
- ✔ Improved ROAS from 0.7x to 1.5x leveraging proven paid acquisition playbooks
- ✔ Iterated on product development to find product-market fit in less than 1 year


Bill Feng and 9,747 others

104 comments · 237 reposts

 Like

 Comment

 Repost

 Send

Gateway X LinkedIn Post


Mockup 1.1

LinkedIn Post



Tip


Custom collages of 3–4 images perform especially well for organizations.



Jesse Pujji (He/Him) • Following
Bootstrapped to an 8 figure exit @ampush. Now building a \$1...
3d •

...


See what our amazing founders are doing at [Gateway X!](#)



Gateway X
5,432,203 followers
3w •

[+ Follow](#)
...

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Jesse's Repost of Gateway X's LinkedIn Post

Mockup 1.1 LinkedIn Post

Vehicle

We suggest that Gateway X's LinkedIn page should publish one post per week, as pages posting weekly tend to gain 5.6 times more followers compared to monthly posting. Currently, Jesse Pujii posts daily on his LinkedIn. In our proposed strategy, we recommend that he dedicates one post per week specifically for the Gateway X LinkedIn instead of his personal account. After posting, he can repost it on his personal account and add any comments he deems fit.

Impact


This approach reinforces the link between Jesse Pujii and Gateway X while simultaneously enhancing the credibility of Gateway X as an independent entity. The ultimate goal is for the Gateway X LinkedIn to thrive independently, gradually reducing Jesse's direct involvement. Furthermore, LinkedIn's own research shows that companies with a strong brand presence on LinkedIn are twice as likely to be considered for job openings and four times as likely to be considered for business partnerships.

Design

To initiate the weekly posts on LinkedIn, Gateway X can kick off by featuring testimonials from successful ventures such as Adriane at Growth Assistant or Carolyn at Unbloat. This approach serves a dual purpose by showcasing Gateway X's achievements and offering valuable content to the audience. Additionally, addressing the fears that aspiring entrepreneurs may have about embarking on a venture, Gateway X can openly discuss their failures, share insights gained from those experiences, and illustrate how fellow entrepreneurs can benefit from such lessons. This transparent and informative content would resonate with the target audience, fostering a sense of authenticity and trust.


Mockup 1.2


LinkedIn Job Posting





Co-found with Gateway X

Gateway X · St. Louis, MO · Over 20 applicants

 Full-Time

 1-10 employees

 Skills: Digital Marketing, Customer Retention, +8 more

 See how you compare to over 20 other applicants

[Apply](#) [Save](#)

About the Job

Gateway X is a venture studio and holding company that conceives, bootstraps, and scales both D2C brands and B2B businesses that serve marketers around the world. Our purpose is to help people grow, learn and reach their highest potential through the power of business and entrepreneurship.

We co-found businesses with a capital light approach, and profitable orientation from day 1 and believe applying these constraints works to our advantage in validating ideas and gaining traction faster. We're focussed on quality over quantity, and only launch 1 (maybe 2) businesses per year for that reason.

Every future co-founder and CEO with Gateway X has 1) coachability 2) adaptability 3) entrepreneurial rigor 4) unique unfair advantages 5) a high ownership mindset.

We're proudly based in Saint Louis, MO but embrace hybrid/remote work.

What You Bring

- Relevant industry-specific knowledge or unfair advantages that can contribute to the success of Gateway X
- Creative thinking and innovative problem-solving skills for ventures that demand fresh ideas
- Proven ability to take initiative and drive results with an entrepreneurial mindset
- Exceptional adaptability and flexibility in navigating a fast-paced and evolving work environment

What You'll Get

- Direct engagement with Gateway X founders and experienced entrepreneurs renowned for founding and selling companies for over eight figures
- Exclusive chance to spearhead a company and embark on the entrepreneurial journey in a highly risk-averse manner
- Access to support services that handle the details, allowing you to concentrate on the broader strategic vision

[Learn More About Us](#)

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[Learn More About Us](#)

Mockup 1.2: LinkedIn Job Posting

Vehicle

Gateway X should ensure a consistent and prominent online presence by keeping an open position on the Gateway X LinkedIn that reads "Co-found with Gateway X." This approach is adopted by other top venture studios like Atomic, Founders Factory, and Pioneer Square Labs to maintain visibility and attract potential co-founders. Job postings act as a dynamic tool to not only attract talent but also to reinforce and enhance Gateway X's name recognition within professional networks.

Impact

The job posting, created similarly to the previous mock-up, can be reposted by Jesse Pujji. Encouraging Jesse to repost these job openings leverages his already robust online presence, adding legitimacy and significantly expanding reach without incurring additional costs. Furthermore, this mockup, since posted out of the Gateway X LinkedIn formalizes the Gateway X brand and leaves room in the future for posts to be made without Jesse Pujji's direct involvement.

Design

These job postings must clearly communicate Gateway X's unique value proposition and the specific qualities or skills they are seeking in potential team members. Other venture studios structure their postings in the format "What You Bring" and "What You'll get." We recommend Gateway X employ a similar format.

The "What You Bring" section employs language that aligns with Gateway X's criteria for aspiring entrepreneur candidates.

The physical job posting will also include a link to the website, where candidates can directly input their information to join our newsletter, seamlessly connecting them to the next phase.

How Does Phase 1 Relate to Phase 2?

Phase 1 and Phase 2 are intricately linked in the communication strategy. In Phase 1, the LinkedIn job posting is designed to attract potential candidates to apply at Gateway X. The "Learn More About Us" link on the LinkedIn job posting acts as a bridge between the application phase and the deeper engagement phase. When users click on this link, they are directed to a page on the Gateway X website.



This webpage is strategically designed with the Gateway X banner, prompting visitors to provide their email address. By doing so, they are not only expressing interest in learning more about Gateway X but are also becoming part of the database of interested individuals. Simultaneously, they are automatically subscribed to the newsletter, setting the stage for Phase 2, where the newsletter becomes a valuable tool for further engagement and communication.

Direct to your inbox

Join thousands of entrepreneurs learning to build their own bootstrapped giant

Subscribe

READ OUR [PRIVACY POLICY](#)

Phase 2:

Utilizing Bootstrapped Giants' Newsletter & Involvement

Mockup 2.1

Welcome Email

Welcome to the Bootstrapped Giants Newsletter!

Draft saved at 6:06 PM

Dear [Subscriber's Name],

Welcome aboard the Bootstrapped Giants Newsletter!

Thank you for signing up and joining our community of passionate entrepreneurs and innovators. We're thrilled to have you on this journey of growth, learning, and entrepreneurial success.

By being a part of our newsletter Bootstrapped Giants serves as an educational arm of Gateway X. You're now among the first to receive exclusive insights, upcoming events, industry updates, and invaluable tips straight to your inbox. Get ready to delve into the dynamic world of business and entrepreneurship with us.

Your subscription is confirmed, so expect your first newsletter in your inbox soon. Meanwhile, feel free to connect with us on our social media platforms for more exciting updates and engagement!

Once again, thank you for choosing Gateway X. We're excited to inspire and support you on your entrepreneurial endeavors.

Warm regards,

Jesse Pujiii

Gateway X Venture Studio Team

LinkedIn

<https://www.linkedin.com/company/gateway-x/about/>

Website

<https://www.gateway.xyz/>

Mockup 2.1 Welcome Email

Vehicle

Utilizing a welcome email heightens the likelihood of readers engaging with the materials and resources provided. When a participant willingly shares their email with your database, it signifies their interest and anticipation for you to initiate a relationship. 74% of consumers expect a welcome email as soon as they subscribe (WordStream). This initial step opens the door for building a meaningful connection and encourages active participation.

Impact

This email will serve as a good impression to the subscribers who are interested in learning more about what GatewayX has to offer. Not only does it reassure the subscriber that they have successfully joined but it also increases credibility. There is earned trust when building a relationship with the participant. In fact, welcome emails produce a 42% higher read rate than other marketing emails.

Design

Tone:
Welcoming
Appreciative
Enthusiastic

Clear and direct about what the candidate should be expecting from Gateway X and Bootstrapped Giants.

Goal: provide valuable content and support throughout the candidate's journey

Mockup 2.2

Email Signature Banner

Consistent Branding:

- Colors and Fonts Aligned with Website and Overall Brand Image
- Facilitates Easy Recognition and Brand Association

Upcoming Events Schedule:

- Ensures Continuous Connection with Gateway X
- Feature in All Newsletters for Subscriber Engagement

Promote Gateway X on
Bootstrapped Giants
existing Newsletter

Current Promotion for Gateway X on Bootstrapped Giants Newsletter

BOOTSTRAPPEDGIANTS

Some Housekeeping:

If you're interested in a crash-course on business finances for entrepreneurs, please answer a few questions in [this survey](#).

At **Gateway X**, we launch "Bootstrapped Giants," but we "cheat" a little. I invest less than \$250K in each business and it has to get cash flow positive within its first year or we'll kill it.

Improved Promotion for Gateway X on Bootstrapped Giants Newsletter

The improved email signature banner features a dark blue background with white and yellow text. It includes a circular profile picture of Jesse Puji on the left. To the right of the photo is the text "WANT TO WORK WITH ME?" followed by "Jesse Puji" in a large, bold, yellow font. Below this is a white-bordered box containing the text "Ready to go pro? We're looking for entrepreneurs, team members, and partners to build with us." To the right of this box is a yellow-bordered box with the text "Bootstrap with us" and "GET IN TOUCH" above icons for email, X, and LinkedIn. To the right of the yellow box is a grid of 15 yellow 'X' marks arranged in 3 rows and 5 columns. At the bottom left is a white-bordered box with the text "UPCOMING EVENTS" and "VENTURE CAFE STL EVERY THURSDAYS STL START UP WEEK SEPT 18 - 22, 2022". At the bottom right is a white-bordered box with the text "STAY UP TO DATE ON ALL THINGS GATEWAY X BOOTSTRAP WITH US CLICK HERE FOR MORE EVENTS". The Gateway X logo is in the top right corner.

Mockup 2.2

Email Signature Banner

Vehicle

An Email Signature Banner, clearly defined by Gateway X in collaboration with Bootstrap Giants, is ideal for the interested applicant to learn more about who they are as well as stay updated on upcoming events, encouraging them to connect and show their interest early on. Banners are a staple in any high-performing email marketing strategy. This digital format allows for consistency and weekly reminders.

Impact

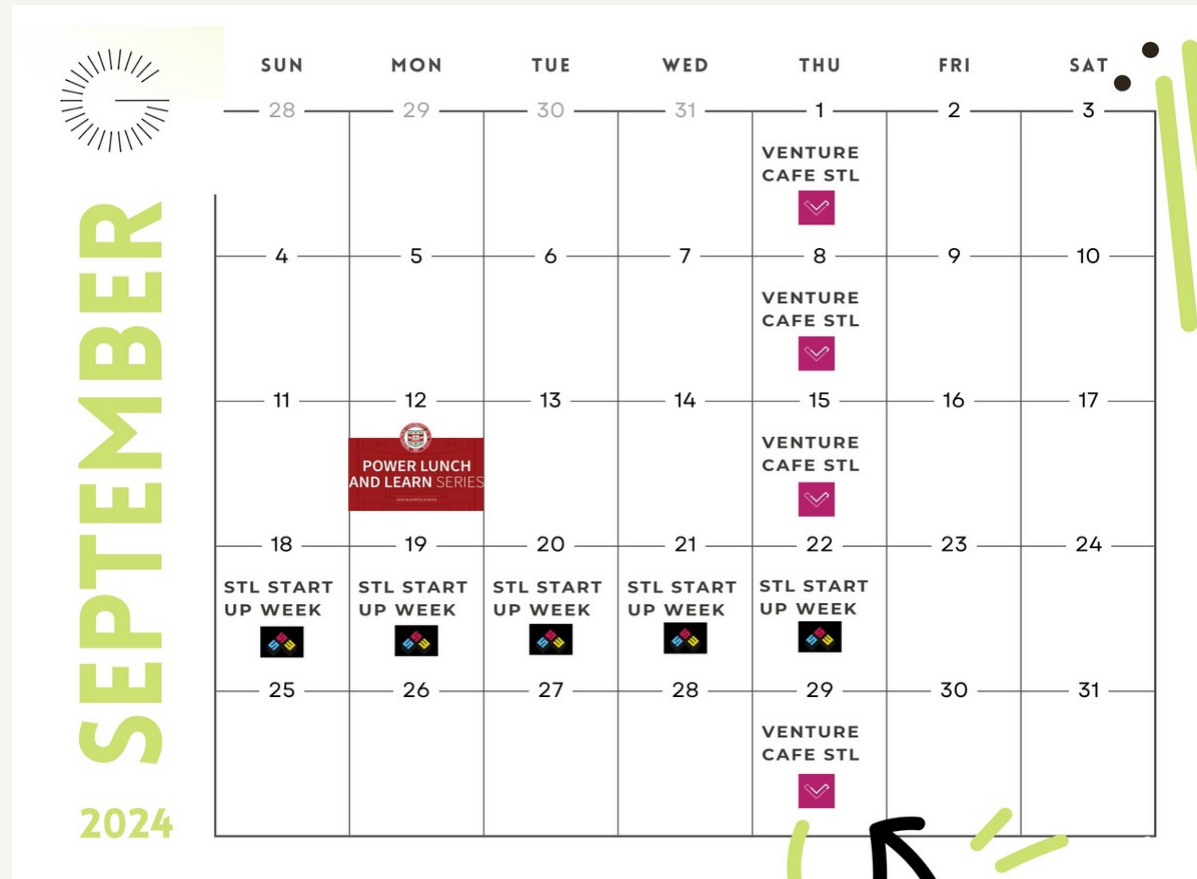
There is currently a robust network within Bootstrapped Giants. It is essential that Jesse Pujji uses this network to his advantage by displaying this signature banner across all channels, especially his weekly newsletter, bringing a significant amount of traction. It is important to recognize by capitalizing on the success of Bootstrapped Giants subscribers will result in a high click through rate (CTR) of over 20% (Brophy), to key content such as Gateway X events and overall website engagement.

Design

The objective is to craft an eye-catching and engaging experience, enticing subscribers to explore further and discover upcoming events in STL. The design aligns with Gateway X's color palette from their website, creating a cohesive visual experience. It serves as an introduction to Gateway X and its purpose within the Bootstrapped Giants newsletter. We aim to provide clarity so that individuals are less confused about the relationship and define Bootstrapped Giants as the education arm to Gateway X.

Mockup 2.3

Events Page



Mockup #2.3: Events Page

Vehicle

The Events page complements the Newsletter by showcasing various events announced weekly. While the Signature Banner offers event details, the Events Page provides a clear calendar-style layout, catering to visually-inclined candidates who prefer checking their availability easily. Its key functionality allows users to directly add these events to their calendars, ensuring they stay updated and receive automatic reminders about upcoming events.

Impact

The Events page is a powerful platform in Gateway X's outreach strategy. Beyond sharing event details, it drives engagement and connections by offering an immersive experience aligned with the brand's design. Users can easily explore events, integrate schedules into their calendars, and this user-friendly interface increases event participation. It is vital that Gateway X defines alliances and partnerships throughout the community consisting of similar audiences, not only to boost brand visibility, but foster connections and meaningful engagements within its community.

Design

The events page is designed as a traditional calendar, displaying various events where Gateway X will be present. Each event features Gateway X's partnership organizations, which acts as a hyperlink to the specified event page containing details such as time, location, and topics covered (as applicable). By utilizing colors from Gateway X's logo, this page creates visual cohesion between the email signature banner within the Bootstrapped newsletter and website, ensuring seamless and effective communication for interested candidates to navigate.

Phase 3:

Building Connections throughout the In-Person Event

Mockup 3.1

Event Slideshow



The **#1 platform** for entrepreneurship, adaptability, and personal growth

Jesse believes that entrepreneurship is in all of us and his superpower is harnessing that entrepreneurial spirit out of people

Jesse Pujji
CEO



OUR TEAM

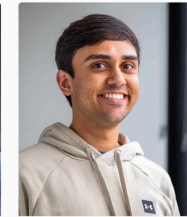
Beyond initial capital, we're your co-founders bringing customer acquisition, growth engineering, and operational expertise to go from idea to profitable growth in a snap.



Adam Brakhane
GROWTH ASSISTANT, STRATEGY



Shonak "Nak" Patel
GROWTH ASSISTANT, STRATEGY



Basil Chatha
GROWTH ASSISTANT



Kasey Grelle
AUX INSIGHTS



Adriane Schwager



Carolyn Horner
unbloat

**OUR
ENTREPRENEURS**

WE ARE ALL IN WITH YOU

APPLY NOW



Mockup 3.1 Event Slideshow

Vehicle

To enhance the efficiency of these events, it is crucial for Gateway X to integrate a slideshow feature. This strategic implementation not only eliminates the need for repetitive presentations but also optimizes time utilization for the firm. By utilizing the slideshow, the Gateway X can showcase key information, allowing representatives to be present for questions and networking opportunities. The slideshow also serves as an valuable resource for event attendees. It offers them a visual narrative about the firm and a dynamic way to engage with the Gateway X representative.

Impact

The use of slideshow during events help Gateway X streamline communication by eliminating repetitive presentations, allowing the firm's representatives to focus on engaging with attendees. The visually engaging content, covering the firm's founding idea, core team members, and current partnerships, ensures a comprehensive understanding of Gateway X. The slideshow optimizes efficiency, engagement, and recruitment, enhancing the overall effectiveness of in-person business events for Gateway X.

Design

The slideshow design is consisted of five pages. The initial page will introduce Gateway X and its CEO Jesse's visionary founding idea. The next two slides will introduce the core members of the firm and the current entrepreneurs that Gateway X has partnered with, offering event attendees a comprehensive understanding of the dynamic team and collaborative network driving Gateway X's success. The final slide will feature a QR code to connect the attendees to the LinkedIn job posting page for potential next steps.

Mock Up 3.2

Event Newsletter

Check out our success stories...



**GROWTH
ASSISTANT**

AUX INSIGHTS



unbloat

From people just like you

Real Impact, Real Results

Kasey Grelle's journey with Gateway X exemplifies overcoming one of the **biggest** challenges for entrepreneurs: financial stability. Unlike many, Kasey didn't go over **3 months** **without a paycheck**, a testament to the effective support and resources provided by Gateway X.



Gateway X
Building Tomorrow's
Success Stories

”

“It's awesome having [GatewayX] as somebody who is invested in me”

Vision and Mission

Our mission is to empower entrepreneurs, blending our expertise and capital with your unique strengths to create businesses that lead and innovate



About Us

At Gateway X, we don't just build businesses; we craft success stories. Founded in 2021, we're a venture studio dedicated to turning visionary ideas into market realities.

Apply Now



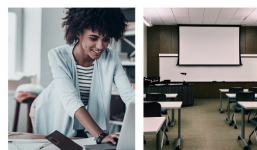
Why Gateway X?

Hands-on
Partnership

Experienced
Leadership

Focus on
Profitability

Long-term
Commitment



Join our Journey

Looking for:

- Innovative Thinkers: Are you ready to bring your disruptive ideas to life
- Driven Leaders: Your passion and our platform – a winning combination

From Concept to Launch: Discover how we transform **ideas** into **successful enterprises**

Mockup 3.2 Brochure

Vehicle

To maximize the impact of networking events and interactions with potential entrepreneurs, it is crucial for Gateway X to integrate a brochure feature. This strategic addition provides a sense of permanence and ongoing reference for potential partners. By distributing well-designed brochures, Gateway X ensures that the key information about its strengths and value propositions remains with the entrepreneurs long after the event has concluded. The brochure acts not just as a reminder but as a comprehensive reference point, allowing potential entrepreneurs to revisit and reflect on what Gateway X offers at their convenience. This ongoing accessibility to information enhances the likelihood of deeper engagement and consideration.

Impact

The introduction of brochures at Gateway X events significantly streamlines the engagement process for potential entrepreneurs. This tool serves as a lasting point of reference, detailing the firm's key offerings and strengths, which is crucial in the often lengthy and complex decision-making process of committing to a venture studio. Providing entrepreneurs with a brochure ensures they have continual access to vital information about Gateway X, smoothing the transition from initial interest to partnership. This approach not only enhances the effectiveness of communication but also fosters a more seamless and less frictional interaction between potential clients and Gateway X.

Design

The brochure for Gateway X is meticulously organized into a concise five-section format. The opening section introduces Gateway X and its founder's vision, succinctly setting the stage. The next two sections are devoted to showcasing the core team at Gateway X and the entrepreneurs currently in partnership with the firm. These sections provide a snapshot of the skilled individuals and successful collaborations that define Gateway X. The penultimate section outlines what Gateway X seeks in its clients, clarifying the attributes of ideal candidates. The final part of the brochure features a QR code, which, when scanned, leads directly to Gateway X's LinkedIn job posting page, guiding interested candidates towards potential engagement opportunities. This streamlined design ensures that each brochure element cohesively reinforces Gateway X's values and success.

Cost & Benefit:

Implementation Cost & ROI

Cost & ROI

Phase 1

Mock Up#1.1 LinkedIn Posts

the anticipated cost for weekly posts primarily involves a time investment, estimated at 1 to 2 hours per week for design, posting, and engagement. Considering the historical trend where weekly posts result in a 5.6 times increase in followers, Gateway X can anticipate acquiring 4x to 6x more followers compared to its industry peers. The expected return on investment is projected to range from 2x to 6x more followers per hour dedicated to post creation and interaction.

Mock Up#1.2 Job Postings

the LinkedIn job posting model operates on a pay-per-click basis. Allocating a daily budget of \$10 for job promotions, Gateway X can leverage this model to attract potential candidates, with promoted jobs historically yielding 3x more qualified applicants than standard job posts. By analyzing data from peer venture studios, assuming on a 30-day period, the expected ROI for job posting promoting is estimated to be 10 – 12 more qualified candidates per \$300 spent.

Phase 2

Mock Up#2.1 & 2.2 & 2.3 Welcoming Emails, Newsletters, and Events Page

The expected cost for email marketing in Phase 2 ranges from \$10 to \$25 per month. The expected cost for newsletter design is \$85 – \$170 per month. We would also expect Gateway X to invest 1 – 2 hours each week to posting and updating the events page. By effectively incorporating welcoming emails, newsletters and events page, Gateway X is anticipated to yield a more impactful engagement with the target audience. Historical data indicates an average conversion rate for email marketing alone stands for 8.17% in the year 2022. With the implementation of all of our mock-ups, the projected ROI, as measured by the conversion rate, is expected to outperform the average at 15%

Phase 3

Mock Up#3.1 & 3.2 Slideshow, Brochure

The expected cost for brochure ranges from \$1 to \$4 per person (design and print). Assume there are 30 attendees for each event, the total cost for brochure is \$30 – \$120 per event. The expected cost for custom slideshow design (5 page slide) is \$37.5 – \$75. Incorporating the slideshow and brochure with QR codes during in-person events will significantly increase the conversion rates. The observed conversion rate for in-person events alone stands at 3% to 5%, while the conversion rate for QR codes is 6.4%. By synergistically utilizing both the slideshow and brochure with QR codes, the projected ROI, measured through conversion rates, is expected to reach 8.5% to 10%.

2023

Implementation Timeline

Dec

Jan

Feb

Mar

Apr

May

Linkedin
Posts

Launch & Test

Analyze

Implementation

Job
Postings

Launch & Test

Analyze

Implementation

Welcoming
Emails

Launch & Test

Analyze

Implementation

Newsletters

Launch & Test

Analyze

Implementation

Events
Page

Launch & Test

Analyze

Implementation

Slideshow

Launch & Test

Analyze

Implementation

Brochure

Launch & Test

Analyze

Implementation

COMMUNICATION
STRATEGY

2023

COMMUNICATION
STRATEGY

30

Conclusion

Conclusion

Gateway X, operating in the dynamic venture studio market, aims to attract top-tier CEOs, founders, and skilled employees by deploying a communication strategy. We recommend Gateway X to apply a three-phase communication strategy. In the first phase, the company aims to bolster its LinkedIn presence, utilizing consistent and inspiring posts to convey its mission, successes, and offer entrepreneurship tips. Simultaneously, Gateway X seeks to reduce Jesse Pujji's direct involvement, thereby fortifying the brand's strength.

The second phase revolves around optimizing the Bootstrapped Giants newsletter as a powerful tool for connecting with subscribers. A warm welcome email fosters genuine connections, while the newsletter becomes a platform for promoting Gateway X and highlighting upcoming entrepreneurship events. This phase strategically integrates an events page on the website, providing a visual representation of engagements, particularly those involving Gateway X.

The final phase shifts to in-person networking and programming, leveraging brochures and a rotating slideshow at events to showcase Gateway X's values and expertise. QR codes on promotional materials facilitate direct engagement, leading attendees back to LinkedIn job postings. Notably, applications from event attendees are flagged, establishing a reliable pipeline of motivated and qualified candidates for the venture studio.

Through these comprehensive strategies, Gateway X will not only enhance its visibility but also formalize its brand identity, attracting more potential candidates to join the team.

2023

COMMUNICATION
STRATEGY

32

Appendix

Phase 1:

**Gateway X**
5,432,203 followers
3w • 🌐

[+ Follow](#) ...

After closing her first startup, Carolyn knew she needed to understand growth marketing, finance and product unit economics more. For the second time, Carolyn is building a new D2C brand with Gateway X. [...see more](#)



- ✓ \$0 to \$3M revenue, break-even, and growing
- ✓ Improved ROAS from 0.7x to 1.5x leveraging proven paid acquisition playbooks
- ✓ Iterated on product development to find product-market fit in less than 1 year

👍❤️🌱 Bill Feng and 9,747 others

104 comments • 237 reposts




 Like

 Comment

 Repost


 Send


Phase 1:





Co-found with Gateway X

Gateway X - St. Louis, MO - Over 20 applicants

 Full-Time

 1-10 employees

 Skills: Digital Marketing, Customer Retention, +8 more

 See how you compare to over 20 other applicants

[Apply ↗](#) [Save](#)

About the Job

Gateway X is a venture studio and holding company that conceives, bootstraps, and scales both D2C brands and B2B businesses that serve marketers around the world. Our purpose is to help people grow, learn and reach their highest potential through the power of business and entrepreneurship.

We co-found businesses with a capital light approach, and profitable orientation from day 1 and believe applying these constraints works to our advantage in validating ideas and gaining traction faster. We're focussed on quality over quantity, and only launch 1 (maybe 2) businesses per year for that reason.

Every future co-founder and CEO with Gateway X has 1) coachability 2) adaptability 3) entrepreneurial rigor 4) unique unfair advantages 5) a high ownership mindset.

We're proudly based in Saint Louis, MO but embrace hybrid/remote work.

What You Bring

- Relevant industry-specific knowledge or unfair advantages that can contribute to the success of Gateway X
- Creative thinking and innovative problem-solving skills for ventures that demand fresh ideas
- Proven ability to take initiative and drive results with an entrepreneurial mindset
- Exceptional adaptability and flexibility in navigating a fast-paced and evolving work environment

What You'll Get

- Direct engagement with Gateway X founders and experienced entrepreneurs renowned for founding and selling companies for over eight figures
- Exclusive chance to spearhead a company and embark on the entrepreneurial journey in a highly risk-averse manner
- Access to support services that handle the details, allowing you to concentrate on the broader strategic vision

[Learn More About Us ↗](#)

Phase 2:

Welcome to the Bootstrapped Giants Newsletter!

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Dear [Subscriber's Name],

Welcome aboard the Bootstrapped Giants Newsletter!

Thank you for signing up and joining our community of passionate entrepreneurs and innovators. We're thrilled to have you on this journey of growth, learning, and entrepreneurial success.

By being a part of our newsletter Bootstrapped Giants serves as an educational arm of Gateway X. You're now among the first to receive exclusive insights, upcoming events, industry updates, and invaluable tips straight to your inbox. Get ready to delve into the dynamic world of business and entrepreneurship with us.

Your subscription is confirmed, so expect your first newsletter in your inbox soon. Meanwhile, feel free to connect with us on our social media platforms for more exciting updates and engagement!

Once again, thank you for choosing Gateway X. We're excited to inspire and support you on your entrepreneurial endeavors.

Warm regards,

Jesse Pujjii

Gateway X Venture Studio Team

LinkedIn

<https://www.linkedin.com/company/gateway-x/about/>

Website

<https://www.gateway.xyz/>

Phase 2:

WANT TO WORK WITH ME?

Jesse Pujji

Ready to go pro?
We're looking for entrepreneurs, team members,
and partners to build with us.

Bootstrap with us

GET IN TOUCH

✉ ✕ in

UPCOMING EVENTS

VENTURE CAFE STL
EVERY THURSDAYS

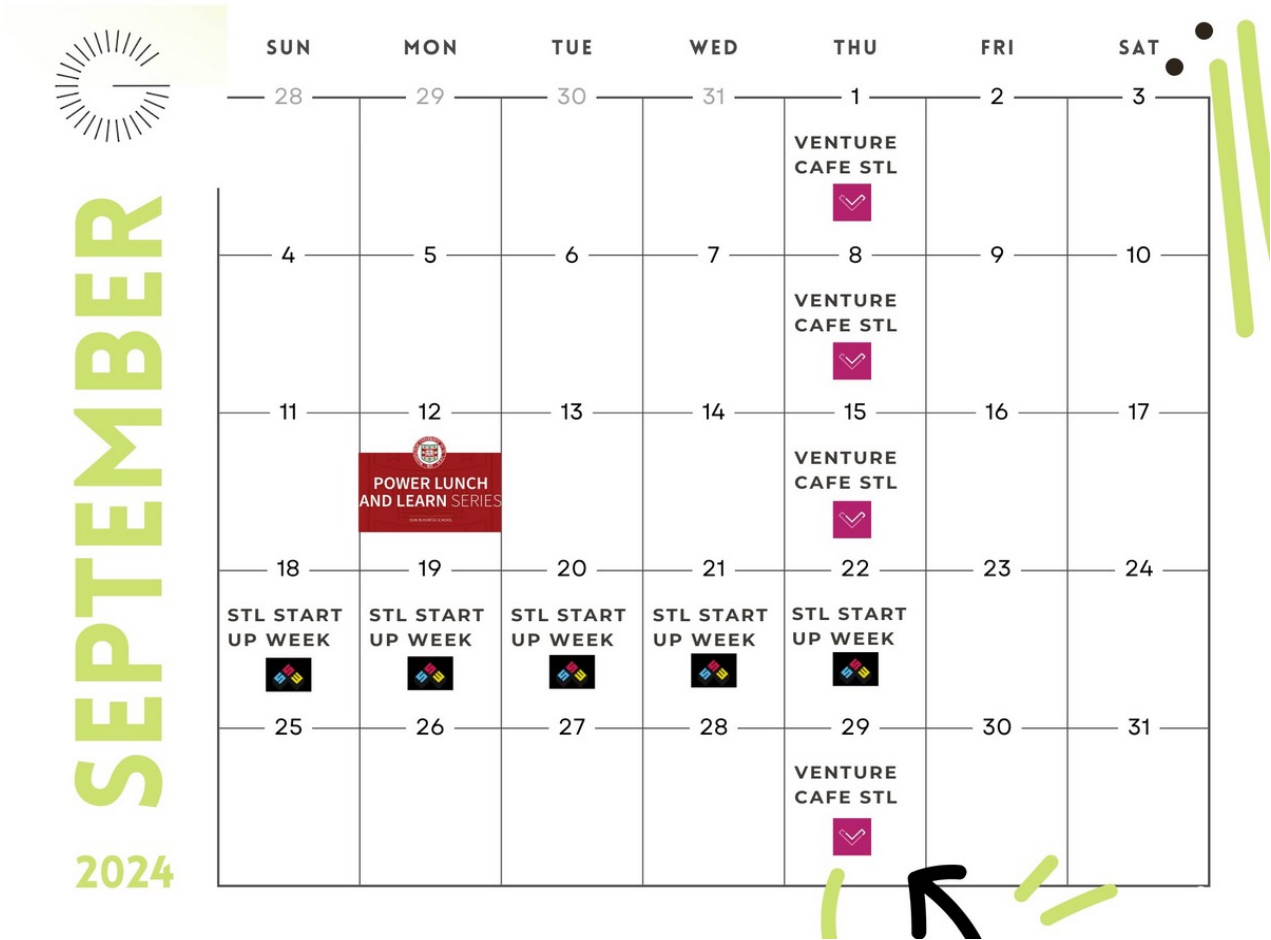
STL START UP WEEK
SEPT 18 - 22, 2032

STAY UP TO DATE ON ALL THINGS GATEWAY X
BOOTSTRAP WITH US
[CLICK HERE FOR MORE EVENTS](#)


Gateway X

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Phase 2:





Phase 3:

 Gateway X

The **#1 platform** for entrepreneurship, adaptability, and personal growth

Jesse believes that entrepreneurship is in all of us and his superpower is harnessing that entrepreneurial spirit out of people

Jesse Pujji
CEO



OUR TEAM

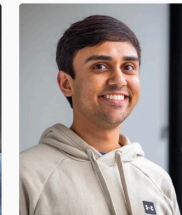
Beyond initial capital, we're your co-founders bringing customer acquisition, growth engineering, and operational expertise to go from idea to profitable growth in a snap.




Adam Brakhane
CHIEF TECHNICAL OFFICER
 





Shonak "Nak" Patel
CHIEF OPERATING OFFICER
 





Basil Chatha
CHIEF OF STAFF
 




Kasey Grelle





Adriane Schwager




Carolyn Horner


**OUR
ENTREPRENEURS**



WE ARE ALL IN WITH YOU

APPLY NOW



Phase 3:

Check out our success stories...



From people just like you

Real Impact, Real Results

Kasey Grelle's journey with Gateway X exemplifies overcoming one of the **biggest** challenges for entrepreneurs: financial stability. Unlike many, Kasey didn't go over **3 months** **without a paycheck**, a testament to the effective support and resources provided by Gateway X.



Gateway X
Building Tomorrow's
Success Stories

”

“It's awesome having [GatewayX] as somebody who is invested in me”

Vision and Mission

Our mission is to empower entrepreneurs, blending our expertise and capital with your unique strengths to create businesses that lead and innovate



About Us

At Gateway X, we don't just build businesses; we craft success stories. Founded in 2021, we're a venture studio dedicated to turning visionary ideas into market realities.

Apply Now



Why Gateway X?

Hands-on
Partnership

Experienced
Leadership

Focus on
Profitability

Long-term
Commitment



Join our Journey

Looking for:

- Innovative Thinkers: Are you ready to bring your disruptive ideas to life
- Driven Leaders: Your passion and our platform – a winning combination

From Concept to Launch; Discover how we transform **ideas** into **successful enterprises**

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