

BOSTON PUBLIC MARKET

about the company

The Boston Public Market (BPM) is a year-round, indoor market featuring fresh, locally sourced food from farmers and fisherman throughout Massachusetts and New England. Their mission is to provide fresh, healthy food to consumers of all income levels, nourish our community, and educate the public about food sources, nutrition, and preparation.

the challenge

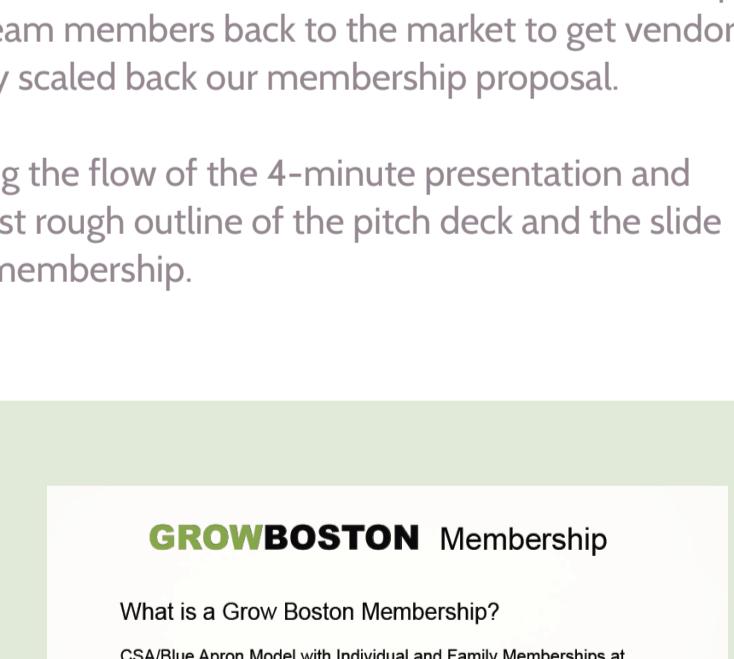
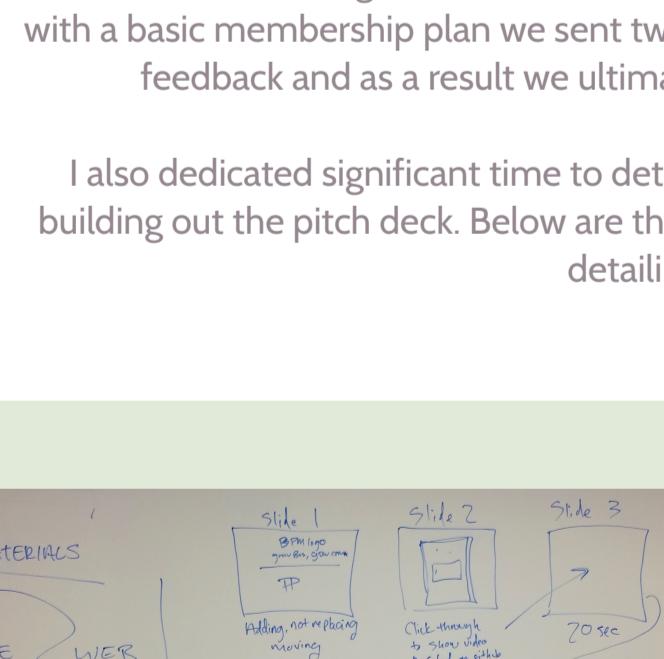
In the nine months since opening, BPM has been highly successful and surpassed their customer and foot traffic goals for the year but have struggled to grow awareness and attract repeat customers.

my role

I was a member of a 6 person team, made up of 2 developers, 2 designers, 1 marketer, and 1 salesperson. We had 24 hours to develop and present a solution to BPM's challenge.

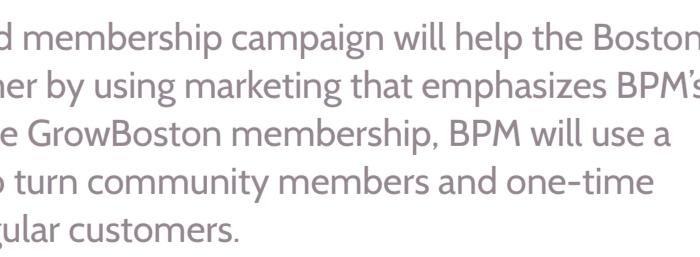
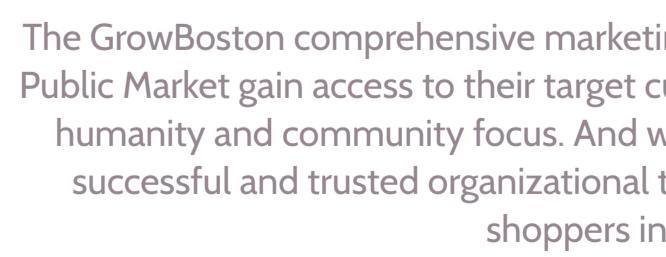
process

Of the 6 members on our team, 2 of us had been to the market before. After spending some time exploring the market's physical space and flow, I helped lead a brainstorming session to determine challenges and possible solutions, which I documented below:



We spent additional time breaking down the idea of membership, what that would mean for customers and the organization, and how it would work for vendors. When we had come up with a basic membership plan we sent two team members back to the market to get vendor feedback and as a result we ultimately scaled back our membership proposal.

I also dedicated significant time to detailing the flow of the 4-minute presentation and building out the pitch deck. Below are the first rough outline of the pitch deck and the slide detailing membership.



solution

The GrowBoston comprehensive marketing and membership campaign will help the Boston Public Market gain access to their target customer by using marketing that emphasizes BPM's humanity and community focus. And with the GrowBoston membership, BPM will use a successful and trusted organizational tool to turn community members and one-time shoppers into regular customers.

awards

1st Place Winner in Startup Institute's Spring 2016 IdeaHack