

Future Cast

Company Overview

Company Name

Future Cast

Company Website

www.futurecast.com

Company Slogan

Forecasting trends changing as fast as the weather.

What the company does in one sentence

Future Cast is a company that acts as consultants to companies and company departments in marketing and advertising.

Long Explanation of the Company

In order to help Future Cast's clientele make smarter choices for their products, they utilize research, market intelligence and analytics in specific industries to gain a better idea on specific markets. This helps in gaining a better insight into making better products for a target audience and the end user.

Company Mission

What is the mission of the company?

Deliver tangible information for businesses on the near future of culture in our society to make better decisions regarding their products.

Target Audience

What market or niche is the company going after?

Future Cast's target market is the advertising industry and corporate marketing departments focused on defining their target audience. *Examples: Target, Best Buy, Olson Advertising or Taylor Corp.*

What is the estimated market size of your target market?

Minnesota

According to <https://www.sba.gov/sites/default/files/files/mn10.pdf> in 2008

Large Employers (500+ employees): 2,559

Small Employers (Less than 500 employees): 118,391

How many customers within this market do you think you can get Year 1?

It would be likely to see 3 - 5 regular accounts with larger spending and 25 irregular accounts of smaller budgets.

How many customers within this market do you think you can get Year 3?

It would be likely to see 10 - 15 regular accounts with larger spending and 70 irregular accounts of smaller budgets.

Service

Particular Services:

- *In-depth reports on the consumer of today and tomorrow.
- *Give the tools to our clients to know that what they're making is going to be commercially viable
- *Help our clients to make informed decisions with a wide perspective of influences across culture and industry lines.
- *Transform upcoming trends into concrete, sales-driven merchandising strategies.

Proprietary about service

Future Cast owns all the marketing research they do to come up with accurate information and help their clients succeed in their business.

Current state of business:

Future Cast is a new company that started 8 months ago and it's growing fast. It started with a total funding of \$137,000.

We expect sales to increase steadily as customers find that they can trust us and that they will get accurate information. We expect sales to increase at a rate of 10% by July. We would like to see another increase of 10% by December.

We expect a revenue of \$202,000 on the first year, \$244,000 on the second year and \$290,000 on the third year.

Team

CEO: Erika Herrera

Background:

- Management
- Market research
- Apparel Design and Fashion Buying
- BFA Apparel Design -Rhode Island School of Design

Accolades:

- B2B Marketing Award Winner 2015 — Best use of digital techniques or technologies
- YWCA Board of Directors
- Chair of Board of Directors For Community Resources Council

Team

Executive Team: Tom Soler. Kelsey Roenau. Jesse Wollin.
Jacqueline Quintanilla.

Background:

- Market research
- Retail analytics
- Product innovation
- Technology/App Development.
- Merchandising

Accolades:

- B2B Marketing Award Winner 2015
— Best use of digital techniques or technologies
- ITSMA Marketing Excellence Awards
- CFDA/Vogue Fashion Fund Runner Up 2014

Distribution

What is the average cost of your service or product:

Large corporate and regular clientele cost of service would be \$20,000 per year on average. Irregular clientele and smaller research projects or data would average \$5,000 per project.

What is your main method of promotion or distribution?

- Published Yearly Trend Analysis that forecasts what is hot for the upcoming year. Businesses find the forecast and hire Future Cast for more specific and in-depth information.
 - The report is anticipated every year and as the company grows, Future Cast becomes the benchmark for trend reports each year.

Distribution

Other sales and promotion strategies:

- PR articles in financial magazines and on top websites like Forbes.
- Social Media viral videos showing what new and cool things are getting popular (also increases market activity for clients of FC).

Will the majority of your distribution be online or via sales?

- Long term (large clients) are acquired through targeted sales methods and pitches, while smaller short term projects are usually started online through our website.

Distribution

Process of delivery to procurement:

- Future Cast targets a large company like Best Buy:
 - pitches them with a highly detailed collection of research and data on a number of their products/customers
 - shows how specific Social Media research methods are more comprehensive than competitors
 - books a long term ongoing contract relationship with Best Buy
- A small, local coffee shop wants information about Starbucks clients and what kind of activities they like
 - They start doing research online, and see an FC video on social media stating the new trend is “bulletproof coffee”
 - They contact FC through the website to book a market study in their budget which will help them steal Starbucks customers through advertising

SWOT Analysis

Describe your main Strengths:

- We not only map out relevant information for our clients, we are also focused on corralling open territories and new markets which can be catered to
- We've developed special technological intelligence to help monitor up-to-date data 24/7

Describe your main Weaknesses:

- Rapidly changing data & new emerging trends can shift quickly, old becomes irrelevant

Describe your main Opportunity:

- Uncover ideas, insights, new business directions, and to ultimately shape, influence and respond to the global market

Describe your main Threats:

- Competitive market and limited list of huge companies

Competition

MarketsandMarkets - Specializes in Consulting assignments and Business Research across high growth markets, cutting edge technologies and newer applications.

Trend Bible - Forecasts future trends for global brands with unique methodologies to ensure each story has high impact on the specific social and cultural requirements of each market.

WGSN (World's Global Style Network) - Global trend forecasting and data scientists who obsessively decode the future to provide the authoritative view on tomorrow.

Roland Berger - Provides restructuring and marketing advice, information management, operations strategy, performance improvement, and strategy development.

Main Differentiation from Competitors

Our main differentiation point from our competitors is the way we use social media platforms to learn about potential consumers.

Our social media research platform uses unique methods created by us to obtain information about what's currently trending as well as what's to come in the near future.

One Thing We Do Better Than Competitors

The reports we offer our clients are far more in-depth than any of our competitors. They contain information generated using our proprietary software algorithm to calculate viable analytical data sets.

Summary and Strategy

Our Company

Future Cast is a company dedicated to providing the most valuable information and insights on *"what's coming next"* to businesses of all sizes, in all industries.

Our Operation

Our operation consists mainly of consulting with organizations on upcoming trends and providing focused, detailed reports to help guide our clients future business ventures down the right path.