

# CHOOSING A BEACHHEAD

Find Your Beachhead

A	CUSTOMER SEGMENT: <u>Post-Secondary Students</u>
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B	POSSIBLE BEACHHEADS	C	Currency	Access	Size	Growing	Passion	Active	Virality	Total
	<u>Students who use learning spaces (SLC, library, etc.)</u>		2	3	3	2	2	3	1	216
	<u>Students who commute</u>		2	3	3	3	3	2	1	324
	<u>Students who use campus services</u>		2	3	3	2	2	3	2	432
	SCALE		Small = 1 Big = 3	Small = 1 Huge = 3	Hard = 1 Easy = 3	Slow = 1 Fast = 3	Low = 1 High = 3	Small = 1 Big = 3	Slow = 1 Fast = 3	

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A	CUSTOMER SEGMENT: <u>Mobile Users</u>
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B	POSSIBLE BEACHHEADS	C	Currency	Access	Size	Growing	Passion	Active	Virality	Total
	Individuals with newest Phones in Toronto		2	3	2	3	3	1	3	324
	Subscribers to tech Newsletter		2	2	2	2	2	1	3	48
	Android Users in Toronto		1	3	3	3	3	3	3	129
	SCALE		Small = 1 Big = 3	Small = 1 Huge = 3	Hard = 1 Easy = 3	Slow = 1 Fast = 3	Low = 1 High = 3	Small = 1 Big = 3	Slow = 1 Fast = 3	

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A CUSTOMER SEGMENT:									
Travel									
B POSSIBLE BEACHHEADS	C Currency	Access	Size	Growing	Passion	Active	Virality	Total	
Individuals that go on beach vacation	3	1	2	1	2	1	2	24	
Students that plan graduation trips	3	3	2	3	3	3	3	1458	
People that go on religious trips	2	2	2	2	2	2	2	128	
SCALE	Small = 1 Big = 3	Small = 1 Huge = 3	Hard = 1 Easy = 3	Slow = 1 Fast = 3	Low = 1 High = 3	Small = 1 Big = 3	Slow = 1 Fast = 3		