

A low-angle, upward-looking shot of a group of approximately ten young adults, mostly in their late 20s or early 30s, gathered in a circle. They are all looking upwards towards a bright blue sky with scattered white clouds. The individuals are dressed in casual attire; some wear t-shirts, including one with 'VENTURE FOR AMERICA' printed on it, and another with a red and black design. The overall mood is one of unity, teamwork, and optimism. The text 'Fellow Founders Challenge' is superimposed in the center of the image in a large, white, sans-serif font.

Fellow Founders Challenge



Yodel



COLORHUB

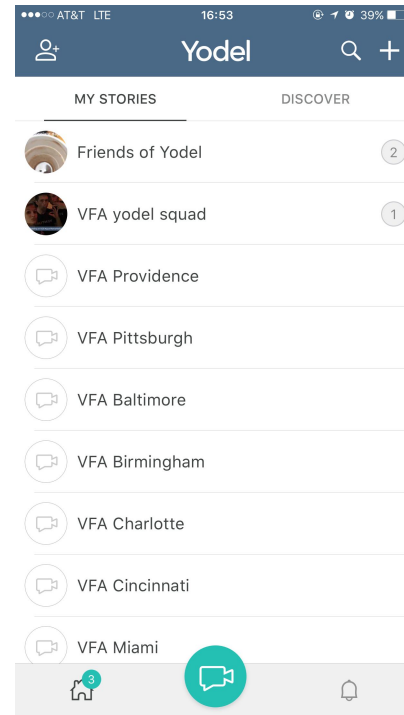
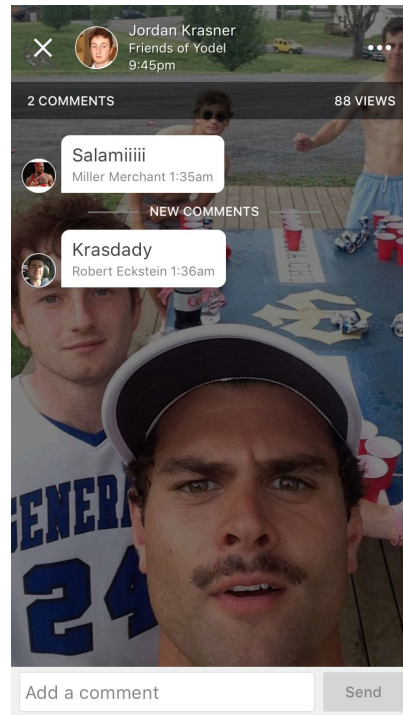
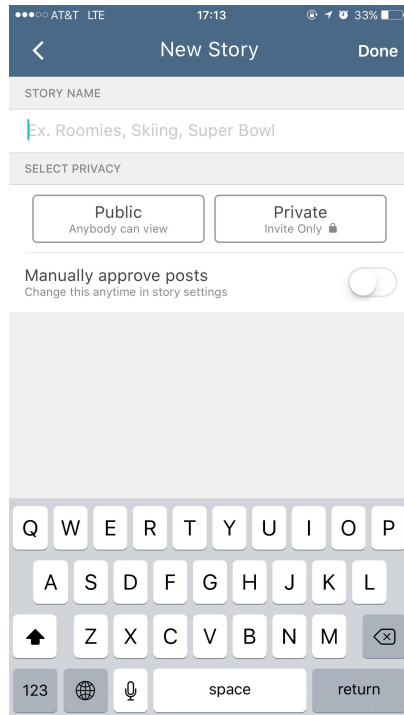
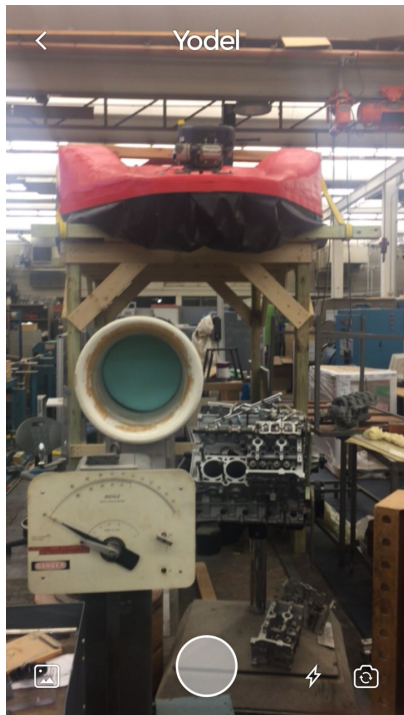


Yodel

Group Stories



1. Product Overview
2. Challenge + Tactics
3. Results
4. Implications





1. New beta testers
2. Groups > Individuals
3. VFA Fellow Network
4. Benchmarking + Nontraditional Tactics



VFA IN ONE DAMN DAY

Show us why your city is the best!

Post to your city story on Yodel by July 7 at 6pm.



Yodel is a fellow-founded app that is similar to Snapchat for groups.

Sign up to be a beta-tester at <http://bit.ly/29NbdhQ>.



Caroline Hatfield <hatfield.caroline@gmail.com>

to me 

Hey Alyssa,

Cool! Thanks for including us. It is already common knowledge that Denver is the best VFA city of all time, but we'll indulge the contest anyway :)

227

Fellows Contacted

21

Fellows Signed Up

9

VFA Cities Represented

15

CTA Posts



1. Beta Barriers
2. Target Additional Scenarios
3. Augment Incentives
4. Extend Pilot + Alt. Tactics

ColorHub for Entrepreneurs



A Proposal by Team Risky Business

Problem Statement

Creating a marketing plan for a corrugated printing e-commerce platform

ColorHub's Strengths Are In Connections and Technologies



Single pass printing technology

- Faster, Higher Quality.
- Highly Customizable



High industry connections

Primary Factors of Consideration



Leveraging Existing
Resources



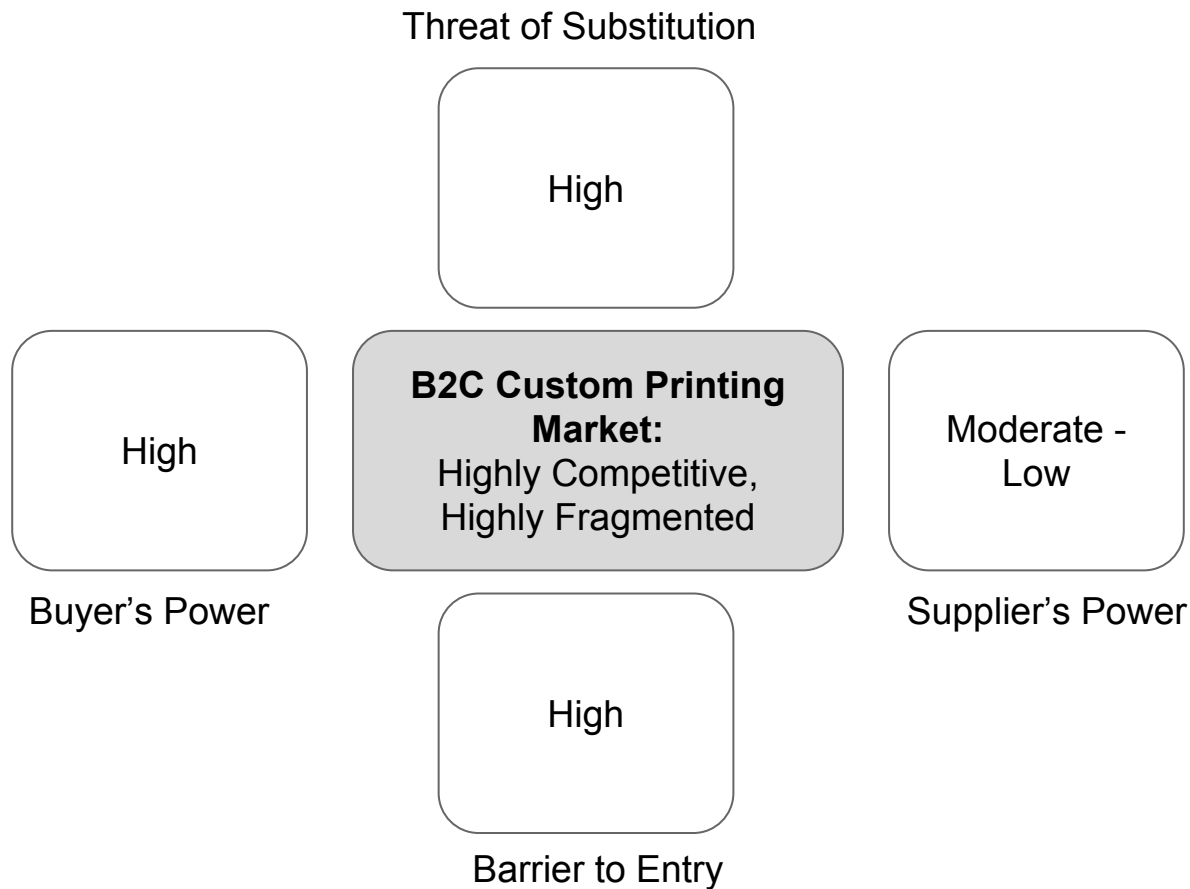
Enable Rapid Testing
and Failing



Potentials For Long-Term
Partnership

The **B2B Startup Market** Is The Best Target of Expansion for the E-Commerce Platform

B2C Is Not the Optimal Market to Enter



The Small Businesses/Startup Market is Extremely Attractive

14%

of working-age Americans--nearly 27 million--are starting or running new businesses- a record high.

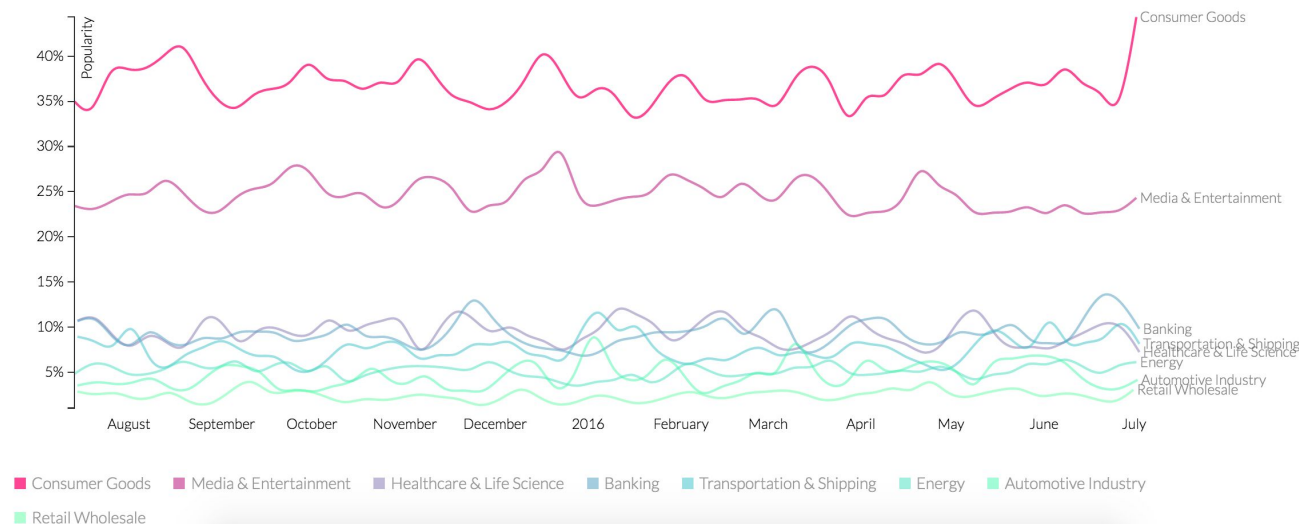
24%

of U.S. entrepreneurs expect to employ 20 or more people in the next five years, up from 16 percent two years ago.

Consumer Goods Startups Poses a Great Opportunity

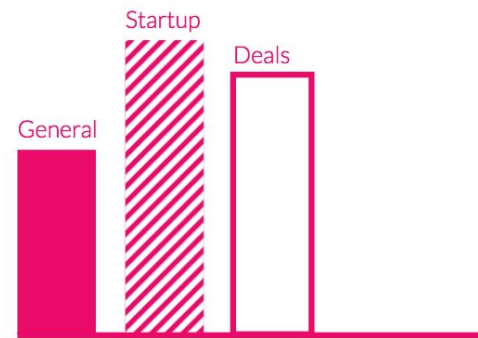
Startup Buzz Per Sector

An overview of the startup activity per sector in the media



Consumer Goods

23% 37% 33%



ColorHub Poses Great Competitive Advantage in Targeting Entrepreneurs.

VENTURE
FOR AMERICA

**Large Printing
Companies**

Startups



Colorhub For Entrepreneurs

as an extension to ColorHub.com

Colorhub For Entrepreneurs

Is a B2B Ecommerce Platform For

Early Stage Startups

That Enables Them to

Create Customized Boxes and Signs with Ease

Colorhub Will Offer Full Start-Up Packaging/Promotion Services



Small-Batch Box/Promotion
Material Production



Package/Promotion Design
Consulting



Potential Downstream Partnership

ColorHub For Entrepreneurs Satisfies All Factors of Considerations.



Leveraging Existing Resources

ColorHub For
Entrepreneurs



B2C E-Commerce
Platform



Enable Rapid Testing and Failing



Potential Long-Term Partnership



Thanks! Any Questions?