Context

* + Goal
    - To increase annual activations from 1050 to 120
  + Problem
    - Stagnant sales past 4 years
  + Opportunity
    - Diversify target customer
  + Strategy
    - Quick win
      * Expand volume through new segment
      * Focus on customer satisfaction to increase customer need
  + Target segments
    - University
      * Large opportunity to gain large activation numbers due to Uni size
    - Gyms
      * Gyms will always need tvs
      * Growing market
      * Need to be on top of getting in with new customers
    - GPOs
      * Way to get large volume
      * Need to be admitted into group, but from there there is a high chance of getting contracts

QUICK

Universities

* + Market analysis
    - Lots of campuses
    - Have many buildings to service
    - No key competitors
    - Lots of new renovations all the time needing new contract
  + Lead gen
    - Get in contact with universities and be available when new projects are made available

Gyms

* + Market
    - Many health clubs in us
    - Always in need of tvs
    - Market is very fragmented
      * Hard to dominate market
      * Easy to get small clients

GPOs

* + Market
    - 602 in us
    - Shorter approval time
    - Large volume
  + Steps
    - Apply to be part of GPO
    - Get approved
    - Bid on contracts that become available
    - Get large volume based on contract