My workstream Notes

1. Lead Generation
   1. ON SLIDES:
      1. Overview of what the code does, what I do with the data I get, where the data will go next
      2. Why I believe that this tool is helpful, what does it do big picture
      3. Next steps: integration with Salesforce
   2. Have software built out to find new businesses opening up in FL, CA, NY and can pull the phone numbers that are listed on a Google Business Page
   3. Plan to show the progress that I have made and what I still need to get finished as well as how I would hope to integrate it into current Salesforce database and get the code running on their own devices
   4. Devon:
      1. Need to transmit cleaned code and walkthrough with technical guy
      2. Write up about the code and why it would break
      3. Get the process solid and write it up
2. New Segments
   1. ON SLIDES:
      1. What we learned from the call with the UMass CPO
      2. Preliminary hypotheses for tackling the University segments
      3. My preliminary ideas about Gyms and what I hope to continue to figure out
         1. Tackling franchises
         2. Contacting corporate offices
            1. <https://www.clubindustry.com/industry-news/planet-fitness-grows-corporate-owned-stores-114-purchase-franchise-group>
   2. Had GPOs as a segment to look into, but have since been shut down by PCG
   3. Will be in contact with UMass CPO this week with Jason to better understand how PCG could get in contact with a major university and get deals when new building projects arise
   4. Have reached out to some Planet Fitness build site and planning managers and hope to understand how a TV provider could get in on deals of new gym locations, at least for PF
   5. Would hope that these interviews would act as a starting point for them to understand the structure entering these new markets and how they would best get in contact with other Universities/Gyms of similar status
   6. Devon:
      1. Start with it seems like
         1. This is core of methodology
      2. Directional answers to each of their questions for universities
3. Diversify advertising
   1. ON SLIDES:
      1. Podcasts that I think would be worth targeting and why
      2. Links to start getting in contact with those podcasts
   2. Found some podcasts that would be worth advertising on and now need to figure out how to get in contact with the hosts and what the ad application process would look like
   3. Still very unclear about the service bundling recommendation, will need to do more research
   4. Devon
      1. Prioritized list
      2. Gantt chart list