

Innovate120

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Project Purpose

- ❑ To increase brand awareness by finding at least 5 prospective tenants by May 3rd, 2022
- ❑ Identify Innovate120's competitive strengths specific to the area that will encourage and engage the community
- ❑ Provide specific branding implementation recommendations for Innovate120's website.



Methodology

- ❑ Secondary Data: Used Government Data
- ❑ Population: 5,948
- ❑ Education, Management, and Food Industry.



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Methodology (Cont.)

- ❑ Primary Research: Conducted 8 expert interview
 - ❑ Brian Zuercher CFO of Align/Hopewell
 - ❑ Katie Pauls, Maquoketa Public Library Director
 - ❑ Rena Gainey- CEO of Coworkqc



Key Findings from Research

1. Choosing the correct target market is extremely important
2. Direct competitors are in different industries
3. Indirect competitors are potential partners
4. Setting prices can be challenging

Direct Competitors



Office for lease at
101 N Main St



Indirect Competitors



Key Findings from Research Cont.



5. A list of possible tenants based on Maquoketa's demographic:

- High school students
 - Library users
 - Recent college graduates moving home
 - Stay-at-home parents
 - Existing business owners
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Recommendations



- Target Market: Teachers
 - Network: Utilize contact list
 - Partner with Maquoketa library
 - IowaBIG
 - CoWorkQC
 - StrategyPlus Solutions Inc
 - SCORE!
 - Host a Competition \$\$\$
 - Guest Speakers
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Recommendations (cont.)

- ❑ Launch Website & Social Media Accounts
 - ❑ Include:
 - ❑ Mission,
 - ❑ Benefits,
 - ❑ Pricing,
 - ❑ VR Viewing,
 - ❑ Social Media Links
 - ❑ Calendar of events



Impact

Through the implementation of the recommendations

Partnerships

- ❑ Wider, faster reach to potential clients
 - ❑ Quickly building a good reputation in the industry

Online

- ❑ Successful website and social media presence

Ways to improve Innovate120 via partnerships

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**Any
Questions..?**
