Innovate120

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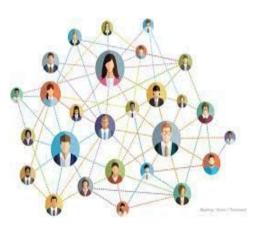
Project Purpose

- 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
- **D** Population: 5,948
- **G** Education, Management, and Food Industry.



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

Recommendations



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

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



