## <u>Value</u> <u>Proposition</u> <u>Design</u> (VPD): A "Calibration Point" for any business venture at any stage of their business maturity



"Funded in part through a Cooperative Agreement with the U.S. Small Business Administration and GO VIRGINIA, a state-funded initiative administered by the Virginia Department of Housing and Community Development (DHCD) that strengthens and diversifies Virginia's economy and fosters the creation of higher wage jobs in strategic industries."

## **Welcome Startup Companies!**

## Hello new Venture Companies !

## **Morning Mature Businesses!**





#### Hello and Welcome !



"Coach S."





Senior Business Adviser SBDC Growth Wheel Int'l Cert. Biz Adviser

Adjunct Professor @ GMU's School of Engineering

Mentor @ 3 NoVA Tech Accelerators; Entrepreneur, Investor Co-Founder Marketing Strategy Firm

Former Executive, ExxonMobil; Retired U.S. Navy Captain; BS Engineering U. S. Naval Academy Masters CMU Kellogg, Thunderbird, Process GBelt



### A M E R I C A'S SBDC VIRGINIA

#### **Mission**

To advance Virginia's diverse economy by providing small businesses the expertise and resources to succeed.

#### Vision

To be the premier business support provider and a leading partner in economic development across Virginia.

#### Values

Our commitment to small businesses, the SBDC team, stakeholders and partners is to uphold these values:

Integrity

Trust

Respect

**Continuous Improvement** 

### **Small Business Development Centers**

- over 1000 Centers Nation-Wide
- 27 Virginia SBDC Centers

Visit https://americassbdc.org/



AMERICAS

**POWERED BY** SBA

> **U.S. Small Business** Administration

Find Your SBDC - America's SBDC (americassbdc.org)



### Examples of Mason SBDC Services-at-a-Glance

### Mason <u>S</u>mall <u>B</u>usiness <u>D</u>evelopment <u>C</u>enter

Serving:

- Fairfax, Arlington, Prince William, Loudon Counties
- Guidance: to turn your ideas into an enterprise
- Aim: positively impact our regional economy!





## MASON SBDC SCORECARD 2022 - YEAR TO DATE



JOBS CREATED 610



CAPITAL FORMATION \$ 26,767,397

ی Business starts 32



# UNIQUE CUSTOMERS



### Small businesses have accounted for 2 out of every 3 jobs added in the past 25 years



Gray areas indicate economic recession. Source: Business Employment Dynamics, Bureau of Labor Statistics

#### Small businesses create majority of employment growth

Large businesses, those with 500 or more employees, also had big employment declines during the recession. However, their recovery was more limited. During the first two quarters of 2020, employment by large businesses fell by 6.8 million. In the four quarters following the recession, employment by large businesses rose by 3.1 million, offsetting 46 percent of the decline. Despite the jobs lost during the recession, large businesses generated 6.7 million net new jobs over the past 25 years. During the same period, small businesses generated 12.9 million net new jobs, meaning small businesses have accounted for 66 percent of

employment growth over the last 25 years.

Proportion of adults in each state who say they want to start new businesses in 2023



<u>New Business Insights: Side-hustle surge predicted in 2023 -</u> <u>Article (intuit.com)</u>



Sample: 15,200 US adults age 18+

Source: Online survey commissioned by Intuit QuickBooks in December 2022 • Get the data • Embed



University Career Services

## ASBDC National Impact Survey

22.53% response rate (national average 13.45%)







Mason SBDC Webinars

https://masonsbdc.org/workshops/

- Legal & Admin Steps to Starting a Business
- Value Proposition Design
- Small Business Financing
- Marketing 101
- GovCon 101
- Digital Marketing SEO and Social Setting

- Accounting and Financial Management
- Performance Management
  Guide to KPIs
- Business Operations Taxes, HR, Legal, Real Estate
- Small Business Cyber Security

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- Perspectives / Coaching / Advising
- Resources
- Education
- Access to Capital
- Mentorship
- Guidance along your Journey!

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"Coach S."

George Siragusa Senior **Business** Adviser

https://www.link edin.com/in/geo rgesiragusa/

#### Seeking our **NO-COST** Business

Assistance? Mason SBDC 10306 Eaton Place Suite 180 Fairfax, VA 22030 (703) 261-4105

#### **Our Website:**

#### www.masonsbdc.org

#### Resources:

- Contacts:
- 1:1 Counseling:
- Workshops:

#### https://www.virginiasbd.org/

help@masonsbdc.org or (703) 261-4105

https://clients.virginiasbdc.org/reg.aspx?mode=counsel&center=46110&subloc

https://masonsbdc.org/workshops/

AMERICAS

MASON



Mason Small Business Development Center

Growing NoVA's small business community with no-cost advice, training, and resources Serving - Fairfax I Arlington I Prince William I City of Fairfax I City of Manassas I Town of Herndon

Register Now



## Please go to Poll #1: What is The Business (industry) you are in ?



## Please go to Poll #2: How many years have you been in Business?



## Poll #3: How many Full Time and or Part Time Employees do have you been in Business?





## <u>Value</u> <u>Proposition</u> <u>Design</u> (VPD):

### A "Calibration Point" for any business venture at <u>any stage of business maturity</u>





DEPARTMENT OF ECONOMIC DEVELOPMENT



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**ME352: Entrepreneurship** and Intrapreneurship for **Engineers and Scientists** 

Relevant.. Collaborative. Experiential.



VPD is this GMU course starting point!





"Value proposition is *essential for achieving business success*."

"By understanding your target customers, analyzing the competition, and creating a compelling and unique value proposition, you can <u>differentiate</u> *your business, <u>attract and retain</u> customers, and drive long-term growth*."

*"Continuously refine and optimize your value proposition* (product or service) based on customer feedback and market trends *to ensure it <u>remains</u> relevant and impactful."* 

Source: Clive Keyte at Intrafocus Limited Value Proposition - A Comprehensive Guide - Intrafocus

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### Today's Learning Objectives: Upon completion of this workshop you should be able to:

Image: Image: constraint of the principles surrounding the foundational value of the Value Proposition Design (VPD) to your business – the "Circle" and the "Square" !

Image: market/customer/segment(s)

...understand how key elements of the VPD can offer fresh perspectives to help inform actions you can take that may lead to continuous improvement and further growth

Image: See the connection between the VPD, message map strategy & tactics

our marketing

...get *answers to some of your specific questions* along the way!

#### For context, there is a body of work that helps shape business success – at any level of maturity





Learning Objective #1: Upon completion of this module, you will...

*"be introduced to <u>or</u> refresh your knowledge of the principles surrounding the foundational importance of the Value Proposition Design (VPD) to your business."* 

Your company's Value Proposition is a statement that explains what <u>benefit</u> your business provides, for whom, and how to do that uniquely well.

By describing your <u>segmented and intended targeted customer</u>, and the <u>problem you solve for them</u> and <u>what makes you different from other</u> <u>solutions</u>, a value proposition should make your product's or service's saleable, valuable and clear to potential customers, buyers (or investors).

The Value Proposition can help make your business *more unique and attractive to more customers.* 

Q: Does your offering unlock exceptional utility to the potential buyer?

Q: What specifically is the utility buyers receive from an offering minus the price they pay for it.

Q: Is there a compelling reason for the intended target customer segment to buy it?

Q: Is your offering priced to attract the intended targeted customer segments so they have the ability to pay for it?

The VPD forms a rock solid business foundational platform.

# It is a framework to better position and align your capabilities to your customers' needs.

### It helps you create real value...which attracts buyers.





### "Lean" Principles : Our Foundational starting point



**BENEFITS OF THE LEAN STARTUP** 

Be more innovative. Stop wasting people's time. Be more successful.



"Lean Startup isn't about being cheap [but is about] being less wasteful and still doing things that are big."



Twitter



*"Lean"* refers to the process intended to :

- shorten product and service development cycles
- rapidly discover if a proposed business model is viable through validation and experimentation.

## Principles grew out of the "Lean" thinking because, regrettably, > 70% of Businesses (and Start-ups) fail within 2-3 years.

Source\*: https://medium.com/swlh/why-90-of-startups-fail-and-what-to-do-about-it-b0af17b65059



#### There are a variety of factors for failure...

## Principles grew out of the "Lean" thinking because, regrettably, > 70% of Businesses (and Start-ups) fail within 2-3 years.

Sources\*: https://medium.com/swlh/why-90-of-startups-fail-and-what-to-do-about-it-b0af17b65059

278 of the biggest, costliest startup failures of all time (cbinsights.com)



There are a variety of factors for failure....but, at a Fundamental Core Level, there is a *common and cautionary lesson learned*.



...to ensure we get across the valley of death!

## What are the Modern frameworks and tools available to help better ensure we Create, Communicate, Deliver, and Capture Value?...

...to ensure we get across the valley of death?



# Introducing *The Business Model Canvas (BMC)*

It is a <u>strategic management</u> and lean <u>template</u> for developing new (or documenting existing) <u>business</u> <u>models.</u>

It is a **simplified** <u>visual map</u> having 9 elements describing a firm's product's / service <u>value proposition</u>, relationships, customers, and financials.

It creates <u>common language</u> and a <u>shared understanding</u> around the firms' business approach.

It is an <u>alignment tool</u> that helps firms <u>manage highly inter-related</u> <u>activities.</u>

Source: en.wikipedia.org



#### Strategyzer | Corporate Innovation Strategy, Tools & Training

# Our Value Proposition Design (VPD) is at the heart of the Business Model Canvas

It is a <u>strategic management</u> and lean <u>template</u> for developing new (or documenting existing) <u>business</u> <u>models.</u>

It is a simplified <u>visual map</u> having 9 elements describing a firm's product's / service <u>value proposition</u>, relationships, customers, and financials.

It creates <u>common language</u> and a <u>shared understanding</u> around the firms' business approach.

It is an <u>alignment tool</u> that helps firms <u>manage highly inter-related</u> <u>activities.</u>

#### Source: en.wikipedia.org



NOTE: You do not have a sustainable business unless you have a product/service offering (square) that creates real value that a specific client or customer (circle) will pay for.


### The Problem-Customer Solution Fit



### Illustrative only

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable	How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?
	KEY RESOURCES	product?	CHANNELS
	What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

#### CUSTOMER SEGMENTS

For whom are we creating value? Who are our most important customers?

What are the customer archetypes?

with customer routines?

#### COST STRUCTURE

What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?

#### **REVENUE STREAMS**

- For what value are our customers really willing to pay?
- For what do they currently pay?
- What is the revenue model?
- What are the pricing tactics?

### Basic Questions asked by the **Business** Model Canvas (BMC) specific to the Value **Proposition** Design (VPD)

### Illustrative only

BUSINESS MODEL CANVAS NETFLIX

#### **Key Partners**

- Alliances with Smart TV companies
- alliance with gaming industry
- TV network companies
- Google and Amazon



- Hire and retain
- Maintain and expand Produce, acquire and
  - license
  - Develop its pricing strategy

 $\checkmark$ 

ŕ

 retain current customer base

### **Key Resources**

- Software developers
- Recommendation system (algorithm)

- Value Propositions
- Users can stream 24-7, minus the ads
- View shows & movies in high-definition
- Stream content
  - conveniently anywhere
- unlimited access to TV shows and movies
- Netflix's original
- New signups can avail a 30day free trial
- cancel at any time
- **Receive algorithmic** recommendation
- Avoid commercials ads

#### Customer Relationships

- Self-Setup Made Easy
- Exceptional Customer Experience
- Online Live Chat Services
- Social media
- Netflix gift Cards

#### Channels



43

#### Customer Segments

- interested in watching movies, TV shows and documentaries
- content for children and adults

- Online streaming through the website
- Streaming on TV Apps and Gaming consoles
- Mail delivery for DVDs

#### **Cost Structure**

- Major purchasing rights establishment (TV shows and movies)
- Cost of producing movies
- Cost for recommendations, R&D and artificial intelligence
- Subscription maintenance cost
- DVDs and mail-related shipping costs

#### **Revenue Streams**

- Monthly subscription plans
  - Basic
  - Standard
  - Premium



Source: https://bstrategyhub.com/netflix-business-model-how-does-netflix-make-money/



Source: <a href="https://vizologi.com/business-strategy-canvas/space-x-business-model-canvas/">https://vizologi.com/business-strategy-canvas/space-x-business-model-canvas/</a>

### ABC TECHNOLOGY BUSINESS MODEL CANVAS

Value Propositions

**Key Partners** 

Small Business Administration (SBA)

Small Business Development Center at George Mason U.

Procurement Technical Assistance Center (PTAC)

Akiak Native Community

Federal IT Contractor Partners (Potential Subs and Primes)

Agency Small Business Advocate Offices

ACT-IAC (American Council for Technology – Industry Advisory

Key A	Activities	5	
Provid	e IT Consu	lting Servi	ices
Provid Servic	e IT Mana es	gement Su	pport
Provid	e IT Delive	ry Teams	
Manag	e IT opera	tions	
Win Fe	ederal Cont	tracts	
Federa	al IT marke	ting	



IT Subject Matter Experts, Developers, Coaches

IT Portfolio, Product, Program, Project, Acquisition Managers

IT operations staff

Acquisition and Business Development As an 8(a) Tribal Owned IT Business and trusted federal partner, we offer a low risk, fast-path to agile development, lean operations, and digital transformation

Our Mission is simple: use revenue from federal contracts to build and sustain a brighter economic future for the indigenous people of the <u>Akiak</u> Native Community tribe in remote Alaska. Customer Relationships Designated SBA Contracting Office Noncompetitive SBA 8(a) IT contracts with Federal Government agencies

SBA 8(a) IT Prime and Sub Contractor Partners

Channels Business Development Staff

Website - Awareness

Widely available Federal contracts

Partner efforts – as a subcontractor

SBA 8(a) program

Customer Segments

Federal Civilian Agencies

Defense Agencies

Initial target of agile pioneers and early adopters with greater than 15% 8a Contracting

DOT (Trans)

GSA
 DOC

DOA

· DHS

DOT (Treas)

1e0'

Cost Structure

Low fixed costs for core business

Variable costs fluctuate to meet contractual needs

0

Revenue Streams

Revenue Streams

8

Direct contracts with Federal Civilian and Defense Agend

Subcontracts with partner contractors

### The VPD assesses the "alignment "of your Problem Solution Fit!

### **Important Question:**

*"What (specific) Problem are you solving, with what unique solution, with what Offering and for Whom (specific Customer Segment)?"* 



The VPD assesses the "alignment "of your Problem Solution Fit!

**Important Questions to ensure** "1<sup>st</sup> contact with the marketplace": *"What (specific) Problem are you solving, with what unique solution, with what Offering and for Whom (specific Customer Segment)?"* 



# What are the benefits of building, re-assessing (for existing business), the strength of your "VPD" hypothesis?









THE STARTUP OWNER'S MANUAL The Impose date County

Neve Blank and Bot

Steve Blank Customer Developmen

### "No business plan survives first contact with a customer"

—Steve Blank, Silicon Valley–based retired serial entrepreneur. "A sound Value Proposition Design or Value Innovation Design, is more likely to lead to the creation of a successful product or service business."

"The "build it and they will come" product or service development is a myth. You need to TEST your valu e proposition hypothesis before you spend resources".

### "Creating real value attracts buyers."

Interesting technology, new product or professional service introductions, or even the empty promise of innovation, <u>not backed up by real value creation</u>, may make a marketing splash but is unlikely to serve as the foundation of a strong, sustainable product or service offering.



#### NEW YORK TIMES BESTSELLER

BLUE OCEAN STRATEGY

BLUE OCEAN



# Learning Objective #2: Upon completion of this module, you will...

"...understand how key elements of the VPD can offer fresh perspectives to help inform actions you can take that may lead to continuous improvement and further growth." At the most fundamental level, it is periodically prudent to "revisit" your VPD and gauge its capability to:

Create Value...that attracts buyers
 Communicate Value...to raise awareness
 Deliver Value...using the right channels
 Capture Value...with the right price

More specifically, our VPD can help inform, assess and (re)confirm that in your business:

- nothing has significantly changed regarding the *demographics or needs of* your intended and targeted customer sector, segment and sub-segment(s)
- changes in *existing industry, market dynamics or new competitive forces* are not impacting your customer acquisition, retention or market share

To understand how our VPD can offer us insights and perspectives, we will:

1) unpack its elements...

...while at the same time...

2) ...look at those VPD elements (to identify perspectives and methods) through the lens of an actual client use-case / case study

### **Value Proposition Canvas**

by Alex Osterwalder



### **Value Proposition Canvas**



The Lean Startup methodology is a testament to the startup world's innovative spirit.

The beauty of lean thinking is its emphasis on value. Traditional businesses can often become mired in processes that add little to no value for the end consumer.

In stark contrast, the Lean Startup methodology prioritizes customer value above all else, urging businesses to strip away the superfluous and focus on what truly matters.

It focuses on creating products or services under conditions of extreme uncertainty. At its core lies the mantra: Build, Measure, Learn.

This iterative process emphasizes creating minimal viable products (MVPs), swift market testing, and rapid refinements based on real-world feedback.

### Source:

7 Key Principles for Creative Strategy Development - Intrafocus

Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights assert

Introducing our VPD client case study:



NOTE: MSBDC has written Permission from Weathervane Coffee's CEO and Founder to share his business briefing elements

# Value Proposition Statement



## **Value Proposition**

## WeatherVane coffee is a *specialty coffee roaster* for coffee lovers.

We offer *customers who care about their coffee* an inviting, convieient location, that <u>sources, roast,</u> <u>and brews specialty coffee</u> in a way which brings the soul back into coffee.

Specifically, we use only premium coffees that have been *carefully curated at the source*, and then *artisanally roasted,* quality controlled, and ultimately brewed by us to perfection.

The coffee is *fresh, exquisite, incredibly enjoyable*, *subtly complex--*a uniquely *memorable experience*.



## **Value Proposition**

WeatherVane coffee is a *specialty coffee roaster* for coffee lovers.

We offer *customers who care about their coffee* an inviting, convieient location, that <u>sources, roast</u>, <u>and brews specialty coffee</u> in a way which brings the soul back into coffee.

Specifically, we use only premium coffees that have been *carefully curated at the source*, and then *artisanally roasted,* quality controlled, and ultimately brewed by us to perfection.

The coffee is *fresh, exquisite, incredibly enjoyable*, *subtly complex--*a uniquely *memorable experience.* 



Think "CIRCLE" or intended targeted Customer Segment/Sub Segment

Think **"SQUARE"** or your *product / service offer* aligned with the Intended targeted customer needs

### Value Proposition Design







### Defense Contracting IT Security Client Example



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## Next, we will "unpack" VPD

and take a closer look at Weathervane through the lens of the VPD elements



VPD has us start on the Customer Side ...steps 1-4

Value Proposition Design <u>starts</u> with a focus on : customer jobs to be done, needs, and available substitutes.

#### Fears

#### WHAT ARE THE RISKS OF SWITCHING TO YOUR PRODUCT?

1.	
2.	
3.	

#### Needs

#### What are the rational drivers of purchase?

1.	
2.	
3.	

#### WHAT ARE THE HIDDEN NEEDS?

1.	
2.	
3.	

#### Wants

What are the emotional drivers of purchase?

1.	
2.	
3.	

# Starting on the intended targeted *customer side* of the VPD, (the "circle")...



...Q: what did we learn from Weathervane's VPD? ...and...

...Q: from what sources did he get his statistics, his insights, sufficient to build or assess his VPD hypothesis?

### Paul, the Founder of Weathervane became a "Subject Matter Expert"

Business leaders should aspire to become and remain <u>Subject</u> <u>Matter Experts</u> (SME) in their ecosystem.

There is "homework" required to <u>create</u>, <u>communicate</u> and <u>deliver</u> and <u>extract value</u> through your Value Proposition Design (VPD)



Ensures you can continue to monetize the value you worked so hard to create! Want to be a *Subject Matter Expert* in all things related to your business ecosystem?



### NOTE:

Shown below is **only one of the many sources we have included in the backup** pages of this briefing which will help you with benchmark, customer and competitive data and analysis.

<u>https://www.sba.gov/busines</u>
 <u>s-guide/plan-your-</u>
 <u>business/market-research-</u>
 <u>competitive-</u>
 <u>analysis#section-header-4</u>

Focus	Goal	Reference
General business statistics	Find statistics on industries, business conditions.	NAICS, USA.gov Statistics, U.S. Census Business Builder
Consumer statistics	Gain info on potential customers, consumer markets.	<u>Consumer Credit Data, Consumer</u> <u>Product Safety</u>
Demographics	Segment the population for targeting customers.	<u>U.S. Census Bureau, Bureau of Labor</u> <u>Statistics</u>
Economic indicators	Know unemployment rates, loans granted and more.	<u>Consumer Price Index, Bureau of</u> <u>Economic Analysis</u>
Employment statistics	Dig deeper into employment trends for your market.	Employment and Unemployment Statistics
Income statistics	Pay your employees fair rates based on earnings data.	Earnings by Occupation and Education, Income Statistics

# VPD Customer Segment Dynamics





# Specialty Coffee in the US

- Specialty coffee house sector generated \$26.3B (2018);
  - expected to grow to \$85B (2025); 18% YoY growth rate
- Strong growth rate & profitability:
  - Drive towards higher quality good
  - Drive to individualize and curated shopping experience
  - Drive to more community based businesses
- For context, a typical medium volume Starbucks:
  - 75-150 transactions per hour
  - $\circ$  \$3,000-\$5,000 in daily deposits

<u>Sources:</u> -Statista -Alegra World Coffee Portal -Daily Coffee News

-Marketing Week -Specialty Coffee Association

-Personal conversations with employees & managers

# Societal Trends Towards Specialty Coffee

Away from commodity coffee and towards specialty coffee

- Drive to higher quality
- Drive to individualized preferences and personalized shopping
- Specialty coffee accounts for the majority of the industry growth

Away from chains and towards community based businesses

- 43% surveyed state that they tend to go the closest coffee shop
- 32% state that they would prefer to not go to a chain coffee shop

#### Sources:

-Marketing Week -Specialty Coffee Association

-Harvard Business Review -McKinsey & Co

# VPD Customer Segment

# The Problem



### Location, Location, Location

### **Coffee Dessert**

1 mi radius: ZERO coffee shops
3 mi radius: Five coffee shops (3 Starbucks\*)

### High Demand

- $\circ~$  1 mi radius: 13K residents, Avg. Income \$190K
- 3 mi radius: 81K residents, Avg. Income \$176K

### • High Growth

- Immediate Neighborhood development
- Extensive new residential & business construction



# VPD Customer Segment Persona, Avatar,

# Ficticious "Perfect Customer"



### What did Weathervane's coffee drinkers...



want, need, fear ?







???
### **Good Questions**

**What** did your customers do?

- **When** did they do it for the last time?
- Why did they do it? What problems were/are to solve?
- **What** else did they try?
- **Why** didn't they try potential other options?
- ✓ What **frustrations** do they feel possibly?

#### **Possible questions:**

- Explain your workflow to me.
- Did you have problems with XY in the last time?
- Did you try to approach those problems?
- If yes: What solutions did you try?
  - Did they work? What did you like about them?
  - If they didn't work out: Why not?
  - If no: Why haven't you looked any further for solutions?

#### Mistakes to avoid

- **Empty compliments** Those are a warning signal during the conversation. Direct the conversation away from you and back to the customer.
- **Pitches or hints on your product** Those must be avoided, because the conversation isn't about you or your product.

### Wrong Questions

- **Do you think this idea is good?** That's the worst question you can ask. The reason for this can be found in the main problem discussed at the beginning.
- How much would you pay for XY? The known problem applies to this question too. If you want to find out whether your customer would buy your product, you can offer them Early Access with a discount or some other incentive, if they pay a little amount of the price in advance. The goal of this "experiment" isn't selling but getting the customer into a buying mindset that feels arreal as possible to them.

During the Customer and Marketplace Discovery Phase, ask good questions



# What else did Weathervane Learn about his potential intended and targeted coffee drinkers?





- Fact based
- "Ground-Truthed" in reality

• Supports the problem-solution-fit

- 80+ tenants at the Ashburn Collective Co-Working
- 230 Luxury apartment Units
- 650 Luxury townhouses
- Multiple businesses & offices in the immediate area (80)
- Greater Region (5 mi radius)

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
Total Population	9,686	72,158	170,457
2010 Population	7,582	58,955	124,808
2024 Population	10,972	81,385	194,341
Employees	2,340	13,958	49,755
Total Businesses	292	1,421	4,602
Average Household Income	\$189,016	\$176,128	\$165,316
Median Household Income	\$166,300	\$150,265	\$139,923
Total Consumer Spending	\$129.72M	\$969.4M	\$2.2B
Median Age	35.3	35.4	36
Households	2,921	23,520	57,370
Percent College Degree or Above	34%	35%	34%
Average Housing Unit Value	\$601,751	\$591,692	\$580,635

COLLECTION STREET	CROSS STREET	TRAFFIC VOL	YEAR
Belmont Ridge Rd	Ashburn Farm Pkwy, NE	18,245	2018
Ashburn Farm Pkwy	Sycolin Rd, NW	8,778	2018
Ashburn Farm Pkwy	Farmingdale Dr, SE	8,300	2016
Ashburn Farm Pkwy	Gardengate Cir, SE	11,154	2018



Name: John Age: 41 Occupation: Government Contractor Residence: High-rise apartment in Reston Income: \$88k - \$150K/yr Interests: Dining, traveling, and fitness

John is a busy professional who values convenience, great experiences and quality. He enjoys starting his day with a cup of high-quality coffee from a local shop within 2 miles of his apartment. He works long hours. He's willing to pay a premium daily for the convenience and quality of curated coffee in the morning



## VPD Customer Segment

### Substitutes, Competiton



### **Competitive Comparative Matrix Insights Exercise Template** NOTE: Create in Excel; minimum of 5 competitors; modify columns as applicable

Look for

Insights

Identify

Trends

Look for

Patterns

Collect

Facts

Competitior Website Industry/ Sector / Segment Location Est. Sales Point(s) of Unique Feature Benefit Sell Through Relevant Phone **Businesses URL Link Competitor** is in ŚUSD **Branding** Differentiation Channels? **Geographic Reach** # #1 #1 **Comments** Competitor # 1 Side de collection  $\mathbf{O}$ acis Competitor # 2 **that** Competitor # 3 patterns, themes, etc. lead to Competitor # 4 ts, implications and then actions **insia** Competitor # 5 Take Make Action/Execute Choices / Discuss Understand Path

Consequences

Identify

Implications

Options

## Competition

### **Direct:**

- Weird Bros. Coffee; Herndon, VA (12 mi)
- Caffe Amouri, Vienna; VA (20 mi)

### Indirect:

- Starbucks (x2); Ashburn, VA (1.5 mi)\*
- Brew LoCo; Ashburn, VA (3.7 mi)
- Blend Coffee Bar; Ashburn, VA (4 mi)
- Chai Coffee & Cafe, Ashburn, VA (4.3 mi)

### VPD Customer Segment

### **Ground Truths**



# Baseline Revenue Model ILLUSTRATIVE ONLY

Category, AVERAGES	Coffee	Beer &	Roasted	
Category, AVENAGES	Shop	Wine	Coffee	
Transactions per Hour	16	8		Totals
Customers per Day	200	32	18	
Food Conversion	25%	25%		
Daily Revenue	\$849	\$514	\$250	\$1,613
Monthly Revenue	\$25 <i>,</i> 465	\$15,422	\$7 <i>,</i> 507	\$48,394
Yearly Revenue	\$305,579	\$185,064	\$90 <i>,</i> 082	\$580,725

### **3-Year Revenue Estimates**

### **Key Notes & Assumptions:**

- Year 1 will start at 50% capacity; operating in the red for 5 months
- 48% growth overall in YR2
- 24% growth overall in YR3
- Increase our Farmers Market

#### presence

### **Baseline Revenue Model**

Category, AVERAGES	Coffee Shop	Beer & Wine	Roasted Coffee	
Transactions per Hour	16			Totals
Customers per Day	200		18	
Food Conversion	25%	25%		
Daily Revenue	\$849	\$514	\$250	\$1,613
Monthly Revenue	\$25 <i>,</i> 465	\$15,422	\$7,507	\$48,394
Yearly Revenue	\$305 <i>,</i> 579	\$185 <i>,</i> 064	\$90 <i>,</i> 082	\$580,725

### 3-YEAR REVENUE ESTIMATES, BY INCOME STREAM



Coffee Bags & Wholesale Farmers Market

### Moving now to the products and services (offering) side of the VPD, the "square":



what did we learn from Weathervane about how they aligned and then differentiated their offer with what they learned from customers ? ...and...

...how his value proposition key messages flow naturally into his message map and his marketing strategy and execution.

VPD <u>continues</u> by examining the level of alignment between your (hopefully) <u>differentiated</u> market offering and your segmented, targeted client/customers' needs



#### Experience

WHAT DOES IT FEEL LIKE TO USE YOUR PRODUCT?

1.	
2.	
3.	

#### Benefits

WHAT DOES YOUR PRODUCT DO?

1.	
2.	
3.	

#### Features

HOW DOES YOUR PRODUCT WORK?

1.	
2.	
3.	

## VPD Product / Service Offering





# Do You <u>Really</u> KNOW YOUR

Points of Differentiation, your "secret sauce" your unique value in the Marketplace?

## A company can outperform rivals only if it can establish a difference that it can preserve.

Michael E. Porter

Source: <u>Harvard Business Review: What Is Strategy? (hbr.org)</u>

The Value Proposition Design asks: "How (<u>specifically and measurably</u>) is your product or service <u>as</u> <u>good as</u> the next best available (or incumbent) alternative?"



### **Typical Points of Parity**

Strict Compliance with all Requirements
Cost Competitiveness; Priced Competitively
Technical Capability
Financially Sound
Prior Experience with Customer is favorable
Seen as "Easy to do business with"
Favorable reviews

The Value Proposition Design also asks: "How (<u>specifically and measurably</u>) is your product or service capabilities / offering, <u>better than</u> the next best available (or incumbent) alternative?"

### **Potential Points of Differentiation**

Company/Brand is seen as Strategic, Innovative

Leader, among the best

Product / Service is:

Iow risk, high convenience, environmentally friendly, simple to use

Strategic Mission aligns well with client

Shared values, attributes, outlooks

Management Team is credible, believable

Organization has capacity, competency

Offering Benefits are tangible, quantifiable

□ Brand is Professional with market presence



### Captive & built in market base

- Co-Located in the coworking space
- Attached to The Heights luxury apartments
- Already have a strong local following

### More than just coffee:

- Food: breakfast, lunch, small plates
- Beer and wine
- Outdoor seating

### In-House coffee roasting:

- Lower COGS
- Curated, diverse, & seasonal coffee line-up
- Unique customer experience

### Wholesale coffee markets

- Coffee supplier for other shops
- Local grocery stores



### Strategic Competitive Advantage

# Learning Objective #3: Upon completion of this module, you will...

*"... ...see the connection between the VPD, message mapping and your marketing strategy & tactics* 

Moving from a better understanding of who, specifically, is the <u>segmented targeted customer</u> and what, specifically will be the <u>products and services (offering)</u> from from the VPD...then...



...how do the value proposition key messages flow naturally into his message map and his marketing strategy and execution.



Message Mapping flows directly from your Value Proposition (Design), into your Message Mapping, Marketing Content Campaign Elements

### VPD Product / Service Offering

Core Values, Attributes, Committments, Promises of the business





Organic Search Tags
 ...and more



Message mapping is a strategic and tactical framework that enables building and then "activating" your brand. It is critical to attracting and retaining your intended targeted audience.

AMERICAS

Message Map













<u>Aim of Content Marketing:</u> To Create and Distribute Valuable, Relevant and Consistent marketing material, to Attract and Retain an intended Targeted Audience

### **Value Proposition Revisited**

WeatherVane coffee is a *specialty coffee roaster for coffee lovers.* 

We offer an inviting, convieient location and experience, that *sources, roast, and brews specialty coffee in a way which brings the soul to our coffee* for customers who care about their coffee

Specifically, we use only premium coffees that have been *carefully curated at the source*, and then *artisanally roasted,* quality controlled, and ultimately brewed by us to perfection.

The coffee is *fresh, exquisite, incredibly enjoyable*, *subtly complex--*a uniquely *memorable experience*.





### Weathervane Coffee **Message Mapping Example**

Rational element

#### **Emotional element**

#### **Rational element**

"We create a fresh, exquisite, 3 "Pillars" "We are a family owned, local "We curate all our beans at the enjoyable, subtly complex and specialty coffee roaster source, then artisanally roast memorable cup of coffee and them for freshness, on designed for coffee lovers" the experience to with it!" premises, to perfection" Growing up in South American Grew up in South America on coffee We have a beautiful barista in the coffee bean plantation we know plantation ground floor of our luxury apartment what growing conditions make good beans themes We have our own roasting **Developed a love for both great** We sell small bites for breakfast and equipment on premises and use coffee and the entrepreneurial spirit for lunch in a pleasant and carefully quality controlled methods for local busness success comfortable atmosphere Supporting to roast and brew our coffee selections. We only procure the finest coffee We started our business with a We have repeat customers who beans from our trusted, eco friendly popup tent near our 1<sup>st</sup> location in enjoy the coffee, our pleasant staff and fair trade suppliers and each other Reston

### **Content Calendar Execution Plan**

Month November: THEME 1. Week 1: Theme 1 topic 1 Week 2: Theme 1 topic 2 Week 3: Theme 1 topic 3 Week 4: Theme 1 topic 4

Month December: THEME 2. Week 1: Theme 2 topic 1 Week 2: Theme 2 topic 2 Week 3: Theme 2 topic 3 Week 4: Theme 2 topic 4

What Is (Effective) Content Marketing? - YouTube



Strategic Marketing Execution Plan Summary for 2H2022



Month November: THEME 1-4 Week 1: theme 1 topic 1 Week 2: theme 2 topic 1 Week 3: theme 3 topic 1 Week 4: theme 4 topic 1

Month December: THEME 1-4 Week 1: theme 1 topic 2 Week 2: theme 2 topic 2 Week 3: theme 3 topic 2 Week 4: theme 4 topic 2



	Rational	_	Rational	Emotional
4	We are a family owned, local specially coffee roaster lesigned for coffee lovers"	50	Ve curate all our beans at the surce, then artisanally roast em on premises to perfection"	We create a fresh, exquisite, incredibly enjoyable, subtly complexa uniquely memorable cup of coffee "
	Grew up in South America on coffee plantation		Growing up in South American offlee bean plantation we know what growing conditions make good beam	We have a beautiful barista in the ground floor of our luxury apartment
	Developed a love for both great offlee and the entrepreneurial spirit for local business success		We have our own reasting equipment on premises and use carefully quality controlled methods to roast and brew our coffee selections.	We sell small bitss for breakfast and for lunch in a pleasant and comfortable atmosphere
ų	We started our business with a popup tent near our 1 <sup>st</sup> location in Baston		We only procure the finest coffee beans from our trusted, eco friendly and fair trade suppliers	We have repeat customers who enjoy the coffee, our pleasant staff and each other

- 3 "Pillars are Strategic
- Supporting Element themes become your content
- Content Calendar aids in determining, directing, distributing
  - identifies channels
  - facilitates campaign timing execution

Your Marketing "Campaign" Calendar



Social Media Marketing and Management Dashboard - Hootsuite



**Calendar!** 



**Schedule!** 

Block Your Time!





### Message Mapping should be done **before building your website!**





Aim of Content Marketing: To Create and Distribute Valuable, Relevant and Consistent marketing material, to Attract and Retain an intended Targeted Audience

## Message Mapping is a **PreCursor** exercise to Productive Digital Marketing Development




## VPD Product / Service Offering

Draft Marketing **Strategy and Tactics** flow from VPD to the Message Mapping Framework



## Marketing Strategy Channels and Execution



### **Immediate Physical Area:**

- "Coming Soon" banners on Apt. Building
- Flyers mailed to Apt & Townhouse residents
- Handouts & sign at current Farmers Market

## **Digital Outreach Area:**

- Paid ads in "Ashburn Magazine" & partner sites
- Update article in 'The Burn' Website
- Paid ads in Instagram & Facebook
- Email marketing to customer base via Square

It is often worthwhile to revisit your VPD as your targeted customers' needs may have changed



"VPD recalibration" has informed/enabled Venture / Mature Business to change/modify their:

- targeting
- product or service offering







NOTE: <u>Examples</u> of actual MSBDC Client Case changes, based on *VPD reassessments*:

- *Restaurant* new online takeout offering
- Interior Designer new offer/ new growth segment
- D:C Retail Business new B:B customer segment
- **Custom Manufacturer** pivot to a production offering
- IT / WEB 3 Services pivot to early adopter segment
- B:C Health & Beauty products new B:B segment
- *Holistic Health* niche segment of predisposed clients
- Engineering Consulting change in size of targeted client

## SUMMARY

#### The VPD forms a rock solid business foundational platform.







...to ensure we get across the valley of death!

# Our Value Proposition Design (VPD) is at the heart of the Business Model Canvas

It is a <u>strategic management</u> and lean <u>template</u> for developing new (or documenting existing) <u>business</u> <u>models.</u>

It is a simplified <u>visual map</u> having 9 elements describing a firm's product's / service <u>value proposition</u>, relationships, customers, and financials.

It creates <u>common language</u> and a <u>shared understanding</u> around the firms' business approach.

It is an <u>alignment tool</u> that helps firms <u>manage highly inter-related</u> <u>activities.</u>

#### Source: en.wikipedia.org



Remember VPD's "Circle" and "Square"



### Questions for the Circle





SME

## Government Customer



Do You *Really* 

JW YOL





### Questions for the Square



Product / Service Alignment with what you learned during Customer Discovery

Points of Differentiation, your "secret sauce" your unique value in the Marketplace?

SM

Message Mapping and how it can flow into Website Design, Marketing Strategy and Tactical Execution

### Today's Learning Objectives Revisited:

- ...be introduced to <u>or review the principles surrounding the foundational value of the</u> Value Proposition Design (VPD) to your business
- ...understand how key elements of the VPD can offer fresh perspectives to help inform actions you can take that may lead to continuous improvement and further growth
- ...see the connection between the VPD, message mapping and your marketing strategy & tactics

...get answers to some of your specific questions along the way





"Coach S."

George Siragusa Senior **Business** Adviser

https://www.link edin.com/in/geo rgesiragusa/

#### Seeking our **NO-COST** Business

Assistance? Mason SBDC 10306 Eaton Place Suite 180 Fairfax, VA 22030 (703) 261-4105

#### **Our Website:**

#### www.masonsbdc.org

#### Resources:

- Contacts:
- 1:1 Counseling:
- Workshops:

#### https://www.virginiasbd.org/

help@masonsbdc.org or (703) 261-4105

https://clients.virginiasbdc.org/reg.aspx?mode=counsel&center=46110&subloc

https://masonsbdc.org/workshops/

**Mason Enterprise Center, FFX** 





Growing NoVA's small business community with no-cost advice, training, and resources Serving - Fairfax I Arlington I Prince William I City of Fairfax I City of Manassas I Town of Herndon

Register Now

Mason Small Business Development Center



#### No Cost 1-on-1 Business Counseling !



Via Zoom Invitation

Spread the word. We want to help grow your business !

Want to take your business to the next level ? George Mason Enterprise Centers' Small Business Development (SBDC) services.

Wide Range of Business Assistance:

- Lean Startup Principles
- Market Sizing / Segmentation
- Strategic & Tactical Marketing
- Financial Modeling / Investor Prep.
- Pricing / Customer Acquisition
- ...and many more valued services.

<u>How</u>: <u>Contact</u>: Register at masonsbdc.org help@masonsbdc.org; (703) 277-7747

Made possible by our Sponsors:













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"Coach S."

George Siragusa

- Senior Business Adviser
- **MIX Mentor in Residence** https://www.linkedin.com/in/georgesiragusa/

# Mix Incubator Even Wednesday! NO-COST

**Business Mentoring** Assistance !

> Mason SBDC (703) 261-4105

**Appointments for 1:1** 

**Confidential Business Counseling:** 

https://clients.virginiasbdc.org/reg.aspx?mod

e=counsel&center=46110&subloc

- Website:
- Contacts:

• 1:1 Counseling:

• Workshops:

www.masonsbdc.org

help@masonsbdc.org or (703) 261-4105

https://clients.virginiasbdc.org/reg.aspx?mode=counsel&center=46110&subloc

https://masonsbdc.org/workshops/



Main Campus,

Fairfax

#### MASON

## Lets open the Dialog. Questions?:















## "Coaches' Corner"















Backup Pages



#### **Reading Recommendations**

- Lean Business
  - BMC <u>https://a.co/d/aP183Zy</u>
  - VPD https://a.co/d/3XvVMCZ
- B2B & B2G Selling
  - The Challenger Sale <u>https://a.co/d/bY8Aqt3</u>
  - The Challenger Customer <u>https://a.co/d/j7rJr3I</u>
  - Customer Centric Selling <u>https://a.co/d/9PbzYok</u>
- Prospecting & Assumption Validation
  - The Mom Test <u>https://a.co/d/4a4EUuQ</u>
- B2C and SaaS
  - Product Led Growth <u>https://a.co/d/e4JhOCo</u>
  - Predictable Revenue: Turn Your Business into a Sales Machine
    - .... <u>https://a.co/d/iSuMxBA</u>

#### Research Tools to Support VPD Customer and Competitive Data Search



•What customers really want to buy -<u>https://www.youtube.com/watch?v=tLojDcsHI-A&feature=youtu.be</u>

•Developing a VPD (Subodh) - <u>https://pwc.missionignitionva.org/2021/09/session-one-orientation/</u>

•VPD by Coach George Siragusa -YouTube: <u>https://www.youtube.com/watch?v=81LDOmSxhHE</u>

•VPD workbook -

<u>https://docs.google.com/document/d/1zmGx6TYx0kJNEsrS\_GtjhC</u> <u>wrd8WrTBSqKBORPdfiotc/edit?usp=sharing</u> Read only. You will need to make a copy in your Google Drive to edit

### VPD Research – Business Hypothesis Validation

- Determining Market Size
- Understanding Substitutes A Competitive Analysis
- Building Prospect Lists for Customer Discovery
- Needs and Wants
- Keyword Search

## Market Size – Nationwide or Local

- Consumer
  - US Census, IBIS World, Vertical IQ, BizMiner
- Business
  - A to Z Database, USA Spending, Google Maps, B2B Yellowpages
- US Statistics
  - USAFacts | Nonpartisan Government Data
- Frost and Sullivan
  - Online Store for Global Market Research Studies and Analysis Frost & Sullivan

#### SBA Market Research Tools

<u>https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis#section-header-4</u>

Focus	Goal	Reference
General business statistics	Find statistics on industries, business conditions.	NAICS, USA.gov Statistics, U.S. Census Business Builder
Consumer statistics	Gain info on potential customers, consumer markets.	<u>Consumer Credit Data, Consumer</u> <u>Product Safety</u>
Demographics	Segment the population for targeting customers.	U.S. Census Bureau, Bureau of Labor Statistics <u>https://www.census.gov/en.</u> <u>html</u>
Economic indicators	Know unemployment rates, loans granted and more.	<u>Consumer Price Index, Bureau of</u> <u>Economic Analysis</u>
Employment statistics	Dig deeper into employment trends for your market.	Employment and Unemployment Statistics
Income statistics	Pay your employees fair rates based on earnings data.	Earnings by Occupation and Education, Income Statistics

## Use competitive analysis to find a market advantage

Competitive analysis helps you learn from businesses competing for your potential customers. This is key to defining a competitive edge that creates sustainable revenue.

Your competitive analysis should identify your competition by product line or service and market segment. Assess the following characteristics of the competitive landscape:

- Market share
- Strengths and weaknesses
- Your window of opportunity to enter the market
- The importance of your target market to your competitors
- Any barriers that may hinder you as you enter the market
- Indirect or secondary competitors who may impact your success

### More Market Research Tools

General business statistics	Find statistics on industries, business conditions.	NAICS, USA.gov Statistics, U.S. Census Business Builder
Consumer statistics	Gain info on potential customers, consumer markets.	Consumer Credit Data, Consumer Product Safety
Demographics	Segment the population for targeting customers.	U.S. Census-Bureau, Bureau of Labor Statistics
Economic indicators	Know unemployment rates, loans granted and more.	Consumer Price Index, Bureau of Economic Analysis
Employment statistics	Dig deeper into employment trends for your market.	Employment and Unemployment Statistics
Income statistics	Pay your employees fair rates based on earnings data.	Earnings by Occupation and Education, Income Statistics
Money and interest rates	Keep money by mastering exchange and interest rates.	Daily Interest Rates, Money Statistics via Federal Reserve
Production and sales statistics	Understand demand, costs and consumer spending.	Consumer Spending, Gross Domestic Product (GDP)
Trade statistics	Track indicators of sales and market performance.	Balance of Payments, USA Trade Online
Statistics of specific industries	Use a wealth of federal agency data on industries.	Statistics of U.S. Businesses

#### **Competitive Analysis**

- Google Key Word Search
- Associations Gale Directory
- A to Z NAICS Code, Location
- SBA Small Business Dynamic Search
  - <u>SBA Dynamic Small Business Search</u>
- Chamber/EDA Directories
- WhiteSparc Citation Search
- Statista
- Ibis World
  - List of Industries United States | IBISWorld

### **Customer Discovery Interview List**

- Google Key Word Search
- A to Z NAICS Code, Location
- LinkedIn
- Your Personal Networks
- Chambers/Networking Groups
- Trade Shows

#### Needs and Wants without Interviews

- Request for Proposals Statement of Work
- Mission/Vision of Target Customers
- Amazon and other Product Review Sites
- Review Aggregators
- News Articles
- Buzzsumo

#### Forecasting

- Hubspot Forecasting Guide
  - The Ultimate Guide to Forecasting.pdf (hubspot.com)

## Key Words Research – Meta Tag mapping

- SEO Site Checkup on Competitor Sites and Key Word tool
- •SEM Rush
- Google Search FAQs
- Google/Facebook AdWords Planning Tools
- Ask Hussain

### **Miscellaneous Sources**

- USAFacts | Nonpartisan Government Data
  - Data Sources | USAFacts
- Our World in Data
- Funding Opportunities (defensesbirsttr.mil)

#### **Content Pillars**

Content pillars are the key topics or themes that your brand's content will revolve around. They provide structure to your content strategy and ensure consistency in your messaging.

#### The 4 Main Types of Content



#### **Educational Content:**

This type of content seeks to inform and educate your audience. It's designed to provide value, build trust, and position your business as an expert in its field. Examples include how-to guides, FAQs, tutorials, and industry insights.

#### **Interactive Content:**

This content engages your audience in active participation. It's designed to boost engagement and foster a sense of community around your brand. Examples include quizzes, polls, contests, user-generated content, and Q&A sessions.

#### **Inspirational Content:**

This type of content aims to inspire your audience and create an emotional connection with your brand. It often includes success stories, motivational quotes, customer testimonials, and behind-the-scenes stories.

#### **Promotional Content:**

This type of content directly promotes your products or services. While it's important to not overuse this type of content (as it can come off as salesy), it's crucial for driving conversions. Examples include product spotlights, sales announcements, special offers, and case studies.

#### Content Pillar Examples For A Winery Pick up to 4

1. Vineyard Life: Posts under this pillar could include behind-the-scenes glimpses of daily life at the vineyard, such as harvesting grapes, the wine making process, or photos and videos of the beautiful landscape. This helps audiences feel more connected to the product and the people who make it.

2. Wine Education: This could be a series of posts that educate your audience on different wine varietals, how to taste wine, the process of winemaking, wine pairing suggestions, and more. This pillar can position your brand as an authority in the wine industry and can also provide value to your followers.

3. Events and Tastings: Share information about upcoming events, tastings, or tours at the winery. This could include photos and videos from past events to entice followers to attend future ones.

4. **Promotions/Special Offers**: Share posts about wine releases, special promotions, or discounts. This can drive sales and also keep your audience informed about new products.

5.**Community Engagement**: Highlight local partnerships, charity events, or community initiatives your winery is involved with. This helps to build a sense of community and shows your commitment to local causes.

6. **Sustainability Practices**: If your winery employs sustainable farming or winemaking practices, sharing posts about this can resonate with eco-conscious consumers.

7. **Testimonials and Reviews**: Share positive reviews and testimonials from customers. This can build trust with potential customers and foster a sense of community among your followers.

8. **Pairings and Recipes**: Share food and wine pairing suggestions or recipes. This not only educates your audience on how to best enjoy your wines but also provides them with practical value they can use in their daily lives.

Remember, the key with any content pillar is to create engaging and valuable content that resonates with your target audience. Tailor these suggestions to fit your specific brand and audience.



#### **Content Pillar Examples For A Non-Profit**

1.Impact Stories: Share stories that demonstrate the impact of your organization's work. This could include success stories, testimonials, or before-and-after scenarios.

2. Educational Content: Educate your audience about the issue your organization is addressing. This could include statistics, research, infographics, or articles about the issue.

3. Volunteer Highlights: Showcase the work of your volunteers. This could include volunteer profiles, stories of their experiences, or posts thanking them for their contributions.

4. Donor Spotlights: Highlight stories from donors or fundraisers, why they support your organization, and what giving means to them. This can encourage others to donate as well.

5. Behind-the-Scenes: Share what goes on behind the scenes at your organization. This could include posts about your team, the day-to-day operations, or how projects are managed.

6. Events and Fundraisers: Promote upcoming events or fundraising campaigns. Share photos and updates from past events as well to show the community and excitement around your organization.

7. Advocacy and Activism: Share content related to broader advocacy efforts related to your cause. This could include news updates, ways fo supporters to get involved, or resources for learning more.

8.**Community Engagement**: Highlight your organization's involvement in the local community, partnerships with other organizations, or community events.

