

THINKCUBE



Four Eyes Creative

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EXECUTIVE SUMMARY

Since the fall of 2011, the city of Kansas City has made strides to become the world's most connected smart city. The installation of cutting edge technologies such as interactive kiosks, free public wifi, smart streetlights and sensors and the Kansas City Streetcar is part of Kansas City's plan to grow the local economy to its fullest potential.

Our campaign was designed to provide a space for those who want to do good for their community and beyond, as well as continuing the strides toward a competitive entrepreneurial environment. Our goal is to brand ThinkCube as the top-of-mind innovation center in Kansas City, while building and fostering relationships with the 18th & Vine community.

We conducted primary and secondary research to gain insight into the opinions and behaviors of our two target audiences: entrepreneurs in Kansas City and residents of the 18th & Vine community. Primary research included surveys, two focus groups and several expert interviews.

A key finding from our research indicated that the 18th & Vine community did not feel included when it came to innovation efforts throughout the rest of Kansas City. Another finding was that entrepreneurs in Kansas City made it clear that their top priority was pursuing networking opportunities.

Through research, we have divided our media strategy into three categories: traditional, non-traditional, digital media. Our traditional and non-traditional media will target Kansas Citians to help them learn about entrepreneurship in the area and how they can be more involved. Our digital media will target entrepreneurs to keep them up-to-date on trends, events and new developments within the space.

The creative strategy is a call to action, inviting Kansas Citians to use this space to work, think, dream and achieve. The key message we intend to promote is "Do Good at the Cube" - a holistic campaign message that is inclusive and unifying.

KEY FINDINGS & IMPLICATIONS

Innovation projects have been initiated across the country as well as in Kansas City.

In order for ThinkCube to be successful, it needs to create a unique environment with first class programming to ensure this Kansas City affiliated innovation center becomes the top-of-mind innovation center for Kansas Citians to cultivate their ideas. What will set ThinkCube apart from other innovation centers will be its focus on social entrepreneurship and doing good in Kansas City.

18th & Vine residents are passionate about their community.

Excitement for the implementation of ThinkCube was a key theme during the focus groups conducted with community members. The 18th & Vine community hopes to gain more opportunities for their kids, their business owners, and their entrepreneurs through this innovation center.

“Not for, but with.”

A common theme among the members of the 18th & Vine community was feeling excluded from decisions made for both Kansas City as a whole, as well as the Jazz District neighborhood. It is crucial for ThinkCube to engage the community in all decisions made for this space. ThinkCube should enhance and promote economic opportunity in the neighborhood, with direct help from the community members.

Fostering successful entrepreneurship.

Based on our survey findings, entrepreneurs feel the best resources Kansas City can provide to entrepreneurs are partnerships between public and private sectors, energetic citizens and networking opportunities.

Desire for resources.

Both entrepreneurs in Kansas City and members of the 18th & Vine community see ThinkCube as a valuable opportunity for the entrepreneurial community to see long-term growth.



SWOT ANAYLSIS

(Strengths, Weaknesses, Opportunities, Threats)



STRENGTHS:

- 01/**The city provides ThinkCube with resources it needs to succeed (i.e. building, Internet, initial funding, advertising mediums, etc.)
- 02/**The support from the Kansas City government will grant ThinkCube more credibility with local entrepreneurs.
- 03/**Based on our findings from focus groups, 18th & Vine community members who understand the project have displayed high levels of enthusiasm and interest in ThinkCube.

OPPORTUNITIES:

- 01/**The community is actively asking for youth programming. Providing these kinds of programs would create positive long-term impacts within the community.
- 02/**Kansas City has recently been heralded as a premiere innovation hub, cultivating an ideal ecosystem for young entrepreneurs.
- 03/**Placing the center in the 18th & Vine community will help to further establish innovation in the city from East to West, rather than from North to South.
- 04/**Survey participants reported they would use this space for networking. ThinkCube will provide ample opportunities for entrepreneurs to network, thus creating a more collaborative entrepreneurial ecosystem.



WEAKNESSES:

- 01/**Focus group participants think the 18th & Vine District is excluded from the rest of the city in terms of innovation and consideration from the city government.
- 02/**Local competition: Plexpod and Think Big are other innovation centers within Kansas City that offer similar services and amenities.
- 03/**Surrounding area is lacking businesses and entertainment, which may not appeal to potential tenants of ThinkCube.



THREATS:

- 01/**Survey respondents report that a lack in funding for startups is the number one threat to entrepreneurship in Kansas City.
- 02/**Focus group participants said they think the local government is untrustworthy.
- 03/**Many areas of Kansas City are already thriving in terms of innovation; however, the 18th & Vine community is at a geographical disadvantage. The Buck O'Neil building is located blocks away from the Crossroads District.



CAMPAIGN GOALS & OBJECTIVES

Our main goal is to brand ThinkCube as the top-of-mind innovation center of Kansas City. Our objective is to build awareness and increase use of the innovation center by providing relevant programming and fostering relationships with the 18th & Vine community.

CAMPAIGN GOALS
& OBJECTIVES

GOAL 01:

Build brand awareness for ThinkCube in the Kansas City area among Kansas City residents and entrepreneurs.

OBJECTIVES:

01/PROMOTE THE MINDSET

Build awareness of ThinkCube by 40 percent by January 2018.

02/ENGAGE ENTREPRENEURS

Reach at least 50 percent of participant capacity for office space by December 2017.

03/BUILD CONVERSATIONS

Earn media coverage of ThinkCube and ThinkCube programs by 10 percent by January 2018.

GOAL 02:

Foster and maintain a positive relationship with the 18th & Vine community.

OBJECTIVES:

01/LOCAL PARTNERSHIPS

Partner with at least three local community organizations and/or local businesses to create programs for ThinkCube by January 2018. Suggested non-profits and businesses include: Better Block KC, aSTEAM Village, Kauffman Foundation, etc.

WHY THESE ORGANIZATIONS?

We all want the same thing. Kansas City is a place for entrepreneurs to build ideas together.

02/COLLABORATION

Establish at least three connections with community leaders to help pioneer ThinkCube’s influence on 18th & Vine by serving on an advisory board by January 2017. Suggested community members include: Councilman Jermaine Reed, Councilman Quintin Lucas and ideally one other.



TARGET AUDIENCE

PRIMARY AUDIENCE:

Entrepreneurs in Kansas City.

Entrepreneur (en-tre-pre-neur): A person who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. An entrepreneur supplies risk capital as a risk taker, and monitors and controls the business activities.

01/ FIND THE DREAMERS

Nearly 11 percent of Kansas City’s population considers itself an entrepreneur. Of this population, about 70 percent reported they became entrepreneurs because they saw new market opportunities in Kansas City.

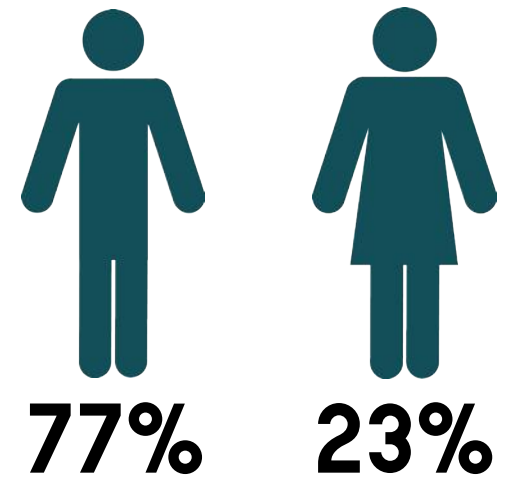
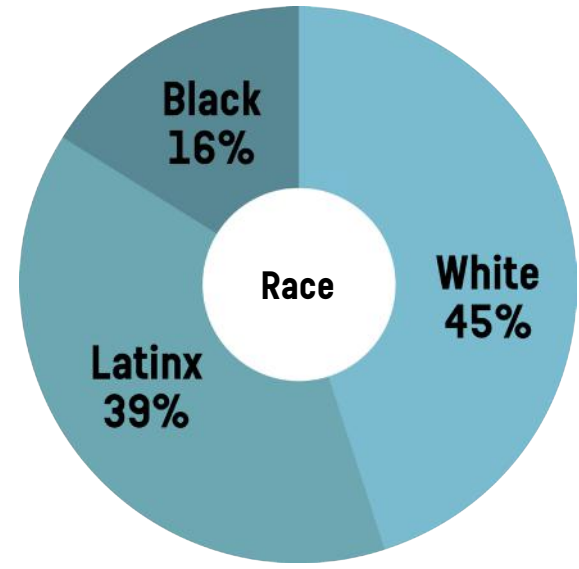
02/ AGE TARGET

29 percent of our survey participants were aged between 25-34 years old, signifying the majority of participants. 24.72 percent of our survey participants were aged between 55-64. Additionally, the Kauffman Foundation reports that in 2015, the largest population of Kansas Citians who owned a business were aged between 45-54 years old.

INSIGHT:

It is necessary for ThinkCube to attract all types of entrepreneurs -- including women and minority groups. This is an important initiative that promotes inclusiveness among all thinkers, dreamers and doers in the Kansas City area.

Demographic



Best ways to reach this audience



Facebook



LinkedIn



Twitter

SECONDARY AUDIENCE:

Residents living in the 18th & Vine Community.

The 18th & Vine Historic District is the African-American cultural district in Kansas City. It earned the name, “Jazz District” during the period from 1920 to 1940 when it became the center of jazz music. The neighborhood was important to the evolution of jazz, a truly American art form. The heart of the district is about two miles southeast of downtown Kansas City (Trulia, 2016).

01/ FIND THE DREAMERS

A total of 15,419 people live in the 18th & Vine community, covering a total of 4.2 square miles on the eastern side of Kansas City.

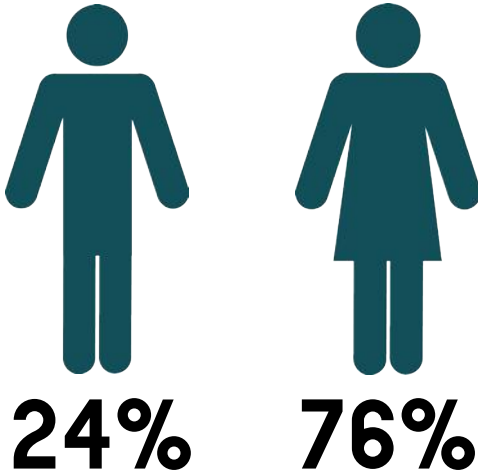
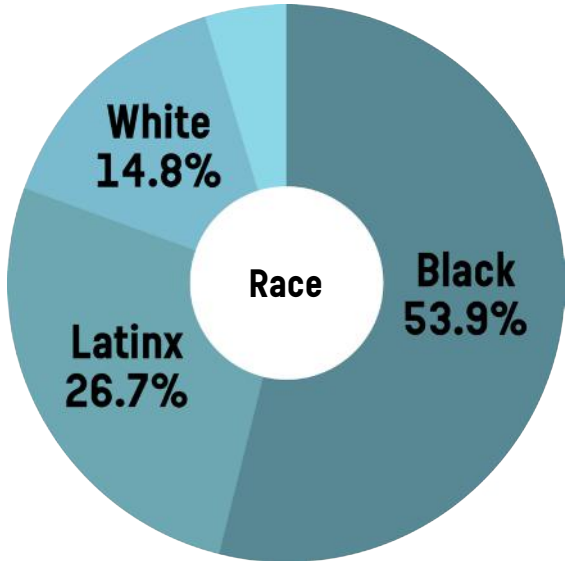
02/ AGE TARGET

The median age of residents in the 18th & Vine community is about 34.5 years of age, however we will also be targeting kids living in the community.

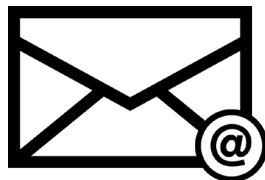
INSIGHT:

There is opportunity for growth within this community in diversifying innovation in Kansas City. According to our focus groups, community leaders are looking to rejuvenate both the local economy and general activities in the area. ThinkCube creates the perfect opportunity for entrepreneurs to get their ideas off the ground, while making a substantial impact on the local community. In addition, by locating the innovation center in an area that is highly diverse, entrepreneurs of different backgrounds will feel more encouraged to use this innovation center to find success.

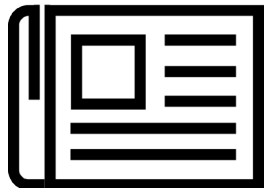
Demographic



Best ways to reach this audience



E-mail



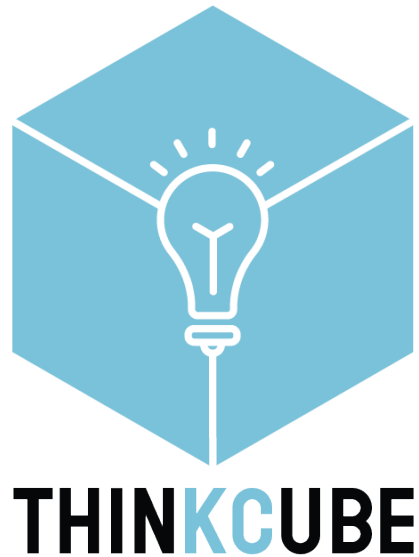
Newsletter



Word of mouth



CREATIVE STRATEGY



The objective of this campaign is to introduce ThinkCube, a new innovation center, into the Kansas City community. The idea of ThinkCube is to offer a collaborative space for entrepreneurs to visit and transform a brainchild into a living and breathing entity. Specifically, the purpose of ThinkCube is to offer

these entrepreneurs the resources to start a social entrepreneurship. Social entrepreneurship is a business or an organization that embeds corporate social responsibility into the DNA of its business plan. Four Eyes Creative wants to build brand awareness for ThinkCube in the Kansas City area among Kansas City residents and entrepreneurs by building media coverage and increasing program attendance. We also want to foster and maintain a positive relationship with the 18th & Vine community by founding partnerships between community organizations, Kansas City businesses, and ThinkCube.

The target audiences for this campaign are working professionals in the Kansas City area who desire to start their own entrepreneurial venture, as well as community members from the 18th & Vine neighborhoods. Through our research we understand that we have a diverse

target audience, Four Eyes Creative wants to develop a holistic campaign message that is inclusive and unifying. After conducting secondary research on social entrepreneurship, we learned that the fundamental meaning behind social entrepreneurship is creating a business with the goal of financial return while also giving back to society. Basically, social entrepreneurs want to do good. Along with that, more and more people across the country are realizing that Kansas City is an ideal place to put their bags down and get their hands dirty. We found in our primary research that Kansas Citians are very community-oriented and they value the city's history. ThinkCube is the ideal place to utilize Kansas City's strong history and hard-working mentality and provide a place for social entrepreneurs to launch their do-good ideas. Our key message for this campaign is: ThinkCube is a place where you can do good for

your community. Whether that is doing volunteer work, beginning your journey as a social entrepreneur, or taking a class to improve your skills, ThinkCube is the focal point for those who simply want to do good, no matter your age, gender, occupation, race, or income.

"Do good at the Cube" is exciting, rewarding, and simple enough to invite any idea to come to life. We believe that this message will increase awareness of ThinkCube and increase participation in the programs and special events by inviting Kansas Citians to practice their own unique idea of doing good. This message incorporates the fundamental idea behind social entrepreneurship and communicates the value behind doing this in Kansas City. Through all of our public relations executions, social media campaigns, and digital advertising efforts, audiences will be called to do good at the Cube.



MEDIA STRATEGY

Through our research we have divided our media strategy into three categories: traditional, non-traditional, digital media. Our traditional and non-traditional will target Kansas Citians to encourage them learn about social entrepreneurship in the area and how they can be more involved. Our digital media will target entrepreneurs to keep them up-to-date on trends, events and new developments within the space.

TRADITIONAL MEDIA

KIOSKS, STREETCAR STOPS, BUS SHELTERS

Kansas City has placed 25 interactive kiosks along the streetcar line that give residents and visitors access to “city services, current events, transportation services, local business information, public digital art, local history and entertainment” (City of Kansas City, 2016, b). These kiosk ads can be tailored by providing location-based information for the user. Advertisements on bus stops and shelters generate an average of 9,000 - 17,000 impressions per day (Blue Line Media, 2016), and we can expect kiosk ads to generate a similar amount of impressions per day.



TRADITIONAL MEDIA

PANELS ON STREETCARS & BUSES

These advertisements will appear on panels inside and outside of Kansas City's streetcars and buses. Advertisements on the exterior of a bus can produce 9,000 - 100,000 impressions per day, and advertisements on the interior of a bus can create up to 5,000 impressions per day (Blue Line Media, 2016). These advertisements will build brand awareness and promote social entrepreneurship within the Kansas City neighborhoods we are targeting.



TRADITIONAL MEDIA

PRINT

> KANSAS CITY STAR

Each month, one ¼ page advertisement will be purchased and placed in the Kansas City Star and online at KansasCity.com to call attention to ThinkCube. These advertisements will promote the open office spaces, workshops and upcoming events. According to a study conducted by Pew Research Center, “In Changing News Landscape, Even Television is Vulnerable,” 12 percent of parents with young children obtain their news through print. These advertisements will have a good reach for parents searching for a new activity for their children.

> KC BUSINESS JOURNAL

Placing advertisements in the Kansas City Business Journal will target professionals and aspiring entrepreneurs. These ¼ page advertisements will be focused on available office spaces and workshops. Advertisements on KansasCityBusinessJournal.com can receive up to 400,000 impressions (Biz Journals Media Kit, 2016).



NON-TRADITIONAL MEDIA

SIDEWALK TALK ADVERTISING

To build ThinkCube brand awareness, we will place creative chalk art with a quote about innovation with ThinkCube's logo in prominent and high foot traffic areas around the area, such as Westport, Crossroads District and 18th & Vine. The chalk used will be eco-friendly, washable spray paint. The chalk art will contain a call to action to encourage the public to think about how they want to help the community through innovation and to visit ThinkCube's social media sites.

EXAMPLES OF QUOTES:

"It's not about ideas. It's about making ideas happen," - Scott Branson.

"Innovation is change that unlocks new value," - Jamie Notter.

"If I asked people what they wanted, they would have said faster horses," - Henry Ford.



NON-TRADITIONAL MEDIA

ARTISTIC MURAL

ThinkCube will commission various 18th & Vine artists to design artistic murals that will be located at the open areas between the 18th & Vine community and the Crossroads District. Our goal is to increase exposure and awareness of ThinkCube by providing Kansas Citians with a community-centered and branded mural to take photos of and to share. For example, an inspiring quote that motivates Kansas Citians to make their ideas come to life, also including artistic elements specific to the community. This will help to advance brand awareness of ThinkCube and invite people to visit the Jazz District to learn more about innovation opportunities. The murals will be revealed in Summer 2017.



DIGITAL MEDIA

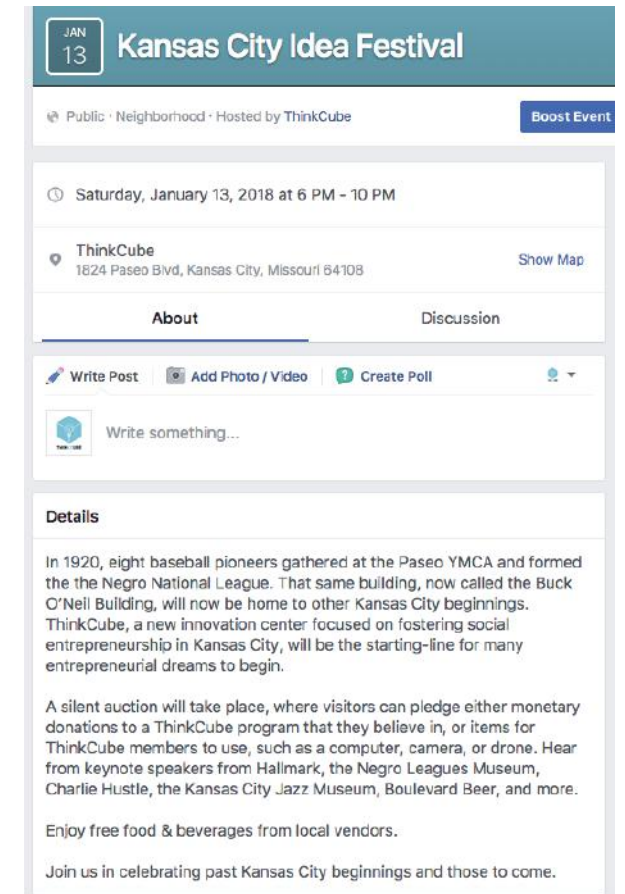
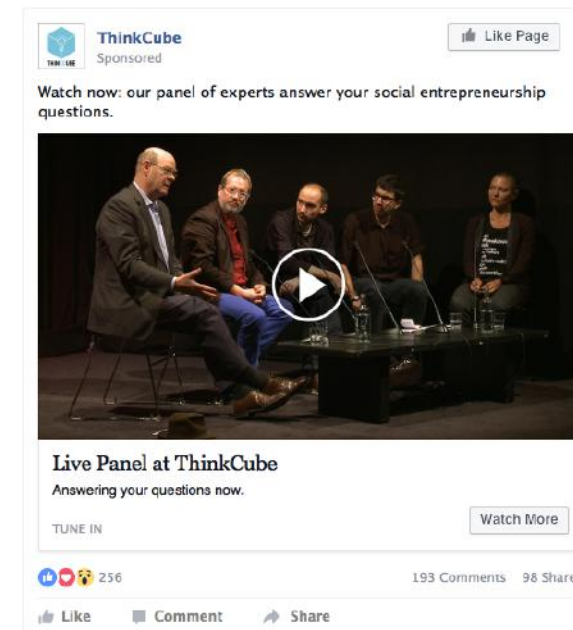
FACEBOOK

A Facebook event will be created on ThinkCube's Facebook page detailing the opening ceremony event and the programs following the launch event. These events will be shared with everyone who likes the page. Boosting Facebook posts and events can bring in about 22,000 - 58,000 impressions for its desired run time (Facebook Business, 2016).

Additionally, we will host monthly Facebook Live events featuring expert panels who are prepared to answer questions about social entrepreneurship. These events will cover topics such as applying for funding, how to effectively advertise, how to build your business model, community engagement, and more. Users will be able to ask questions on the Facebook Live video's comments and panel members will answer in real-time. Additionally, we will host Facebook Live events featuring expert panels who are

prepared to answer questions on a specific topic. These Facebook Live events can be held on a monthly basis, and cover topics such as applying for funding, how to effectively advertise, Ask-A-Lawyer, community engagement, and more. Users will be able to ask questions on the Facebook Live video's comments and panel members will answer in real-time.

INSIGHT: When asked about what could benefit entrepreneurship in Kansas City, our survey participants explained that there are not enough opportunities for entrepreneurs to promote themselves. Additionally, participants feel like Kansas Citians are not aware of the startups in their area. Our Facebook content would involve featuring a Kansas City startup or Kansas City entrepreneur every week. This gives them an opportunity to promote themselves, and allows our followers to discover the growing businesses in their community.



DIGITAL MEDIA

TWITTER

ThinkCube's Twitter content will consist of tips on how to begin an entrepreneurship and promotional tweets for upcoming programs. Throughout the campaign, we will use the hashtag #DoGoodAtTheCube. Live tweeting will be encouraged for each event, and we will retweet user-generated content. Promoting a tweet can grow its impression to be between 14,400 - 649,000. Promoting a tweet can also increase its engagements to be between 406 - 18,200 (Tweet Activity, 2016).

Additionally, ThinkCube will host bi-weekly Twitter chats every other Thursday at 2:00 p.m. These chats allow followers to learn more about social entrepreneurship with others and share advice and opinions about the industry. The chats will last about an hour, with 5-6 different questions posted periodically. During the chat, users will be encouraged to use the hashtag #ThinkCubeChat.

INSIGHT: At the Thou Mayest community conversation, participants spent a great amount of time discussing what exactly social entrepreneurship is. One participant said "This new innovation center needs to be the leader in setting the definition." Through these Twitter chats, we will engage with Kansas Citians about social entrepreneurship, answer any questions, and in return ask thought-provoking questions that energize users to explore social entrepreneurship even more.



ThinkCube @ThinkCubeKC · 51s

Q2: How do you see yourself implementing social entrepreneurship into your business plan?

#ThinkCubeChat

← ↻ 1 ...

← In reply to Jane Doe



ThinkCube @ThinkCubeKC · 2m

@JaneLovesKC great question. A social entrepreneurship is a biz with the goal of giving back to society while also gaining financial return.

← ↻ 1 ...

↻ You Retweeted



Jane Doe @JaneLovesKC · 17m

@ThinkCubeKC A1: I understand that social entrepreneurship benefits a cause, but how is it different from a non-profit? #ThinkCubeChat

← ↻ 1 ...



ThinkCube @ThinkCubeKC · 21m

Welcome to #ThinkCubeChat. Q1: What do you know about social entrepreneurship? Is there anything you want to know more of?

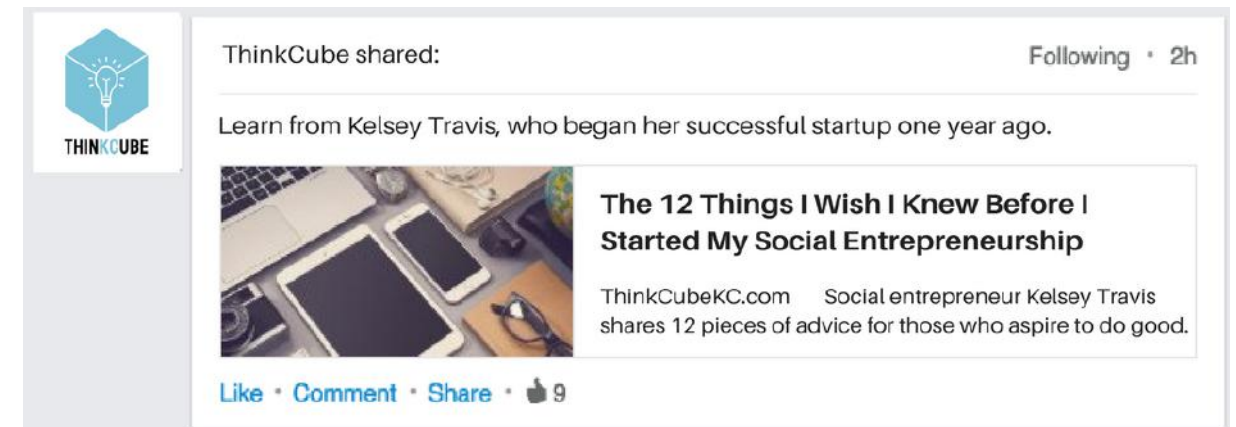
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DIGITAL MEDIA

LINKEDIN

The LinkedIn page will allow Kansas Citians to tap into the ThinkCube network. Users will be able to follow the page and learn about upcoming events, industry updates, and thought-provoking blog posts. There will also be a ThinkCube LinkedIn group for users to join and network with. The LinkedIn content will consist of thought leadership blog posts shared on the ThinkCube website. We will invite ThinkCube members to write blog articles about their experiences with social entrepreneurship. We also want our Advisory Board members to contribute thought leadership articles, as well as already-established Kansas City entrepreneurs and their stories of success. The thought leadership articles will be shared once a week.

INSIGHT: Forbes says that thought leadership is a growing trend where business leaders and companies position themselves as leaders in their industries. Thought leadership is expected to become a growing PR budget priority.

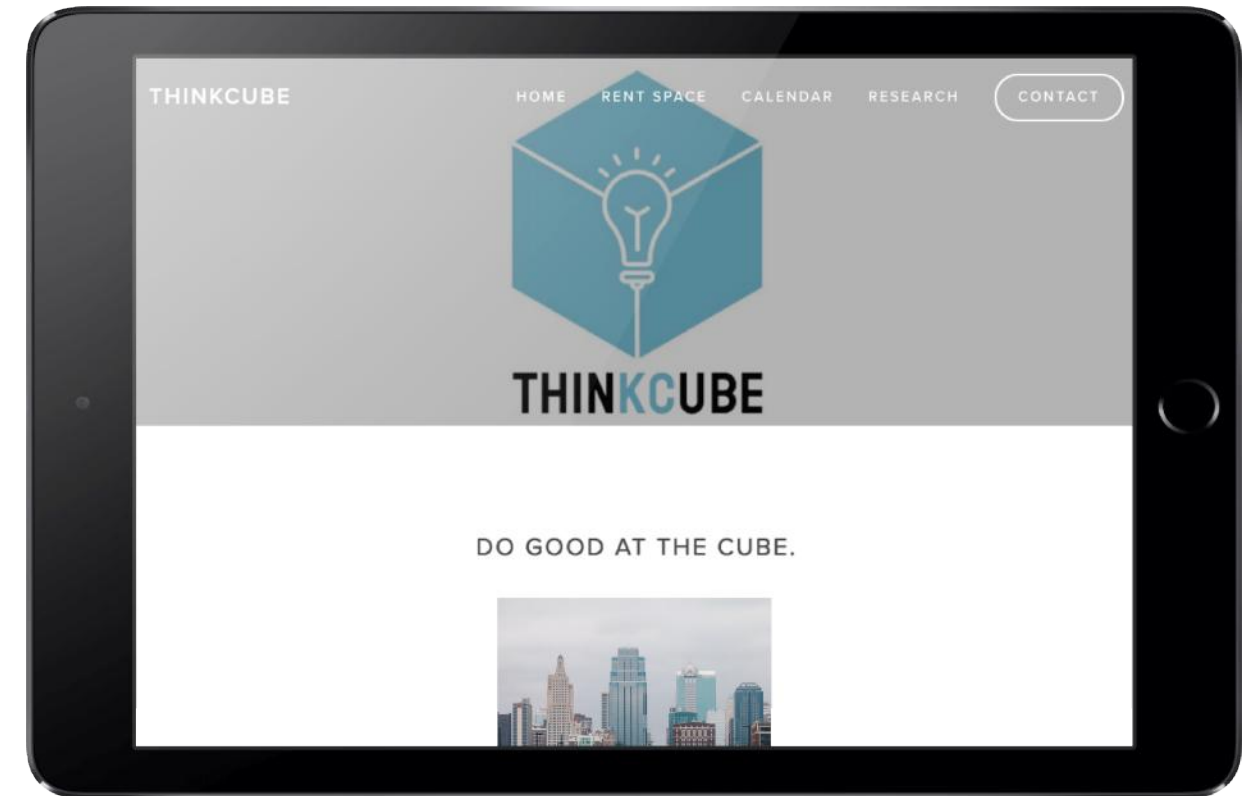


DIGITAL MEDIA

WEBSITE

Throughout our promotional executions, we will encourage Kansas Citians to visit the ThinkCube website to learn more about us, social entrepreneurship, and events to expect. At ThinkCubeKC.com, members will have access to research reports and rentable equipment to help them develop and market their business. There will be a calendar of upcoming events and workshops available to the public. Entrepreneurs will be able to find applications for renting out an office space on the website as well. The website will also publish blog posts written by ThinkCube members, Advisory Board members, and prominent Kansas City entrepreneurs. Blog posts will consist of developments in entrepreneurs' companies and products and advice for future entrepreneurs.

INSIGHT: Participants who attended the Thou Mayest community conversation reported that Kansas City lacks organizations that provide shared resources and research databases. The ThinkCube website will be a resource for paying members to visit in order to conduct research for the organizations they are creating.





PUBLIC RELATIONS EXECUTIONS

PR EXECUTIONS

THINKCUBE LAUNCH EVENT - KANSAS CITY IDEA FESTIVAL

This opening event will be held to celebrate Kansas City beginnings. In 1920, eight baseball pioneers, including Buck O'Neil and Rube Foster, gathered at the Paseo YMCA and formed the Negro National League. That same building, now called the Buck O'Neil Building, will now be home to other Kansas City beginnings. ThinkCube, a new innovation center focused on fostering social entrepreneurship in Kansas City, will be the starting line for many entrepreneurial dreams to begin. We encourage all who enter ThinkCube to adopt the same fervor as the Negro National League founders held when they cultivated their beginnings. Together, let's celebrate Kansas City's past beginnings and the beginnings to come, all of which have grown our community into the home we're proud of. We will celebrate Kansas City beginnings by honoring our past and building our future at this opening event.

A silent auction will take place, where visitors can pledge either monetary donations to a ThinkCube program that they believe in, or items for ThinkCube members to use, such as a computer, camera, or drone. We will also invite keynote speakers from Hallmark, the Negro Leagues Museum, Charlie Hustle, the Kansas City Jazz Museum, Boulevard Beer, etc. to present 15-minute speeches about their personal Kansas City beginnings.

Other elements of the launch event include local artists, local food vendors, and local entertainment. This event will be open to the community and announced on ThinkCube social media accounts. Prominent business professionals from the Kansas City community will be personally invited, as well as eminent members of the 18th & Vine community. This event will also call for an event planner to make sure the launch goes smoothly.



PR EXECUTIONS

CROSSROADS TO THE CUBE

First Fridays is a popular monthly event that takes place in the Crossroads District. This event allows local Kansas City artists and residents to enjoy local eats, music, and art. While this promotes the creativity of Kansas City, it only features one small area of Kansas City. Our idea is to take First Fridays visitors on a field trip from West to East and provide transportation for them to check out ThinkCube and consume local food, music and art that the 18th & Vine community offers. The ThinkCube programming coordinator would arrange monthly talent and entertainment to plan a "First Fridays style" exhibit featuring ThinkCube work as well as local art. Visitors will be able to board a bus starting at the Southwest Boulevard and Baltimore intersection and travel to ThinkCube for an hour, enjoy free wine and entertainment and travel back to the Crossroads District. This execution provide an opportunity for new visitors to experience the

18th & Vine Community and learn about the programs and services ThinkCube offers.

INSIGHT: During our first client visit, Chris Hernandez explained that "the Kansas City innovation development has been primarily North/South. We want it to be East/West." This execution invites Kansas Citians to travel East and experience the community and culture in the 18th & Vine area. Participants will be taken to ThinkCube, where they will discover the culture that is living in the 18th & Vine community through art, entertainment, food, local organizations, etc.

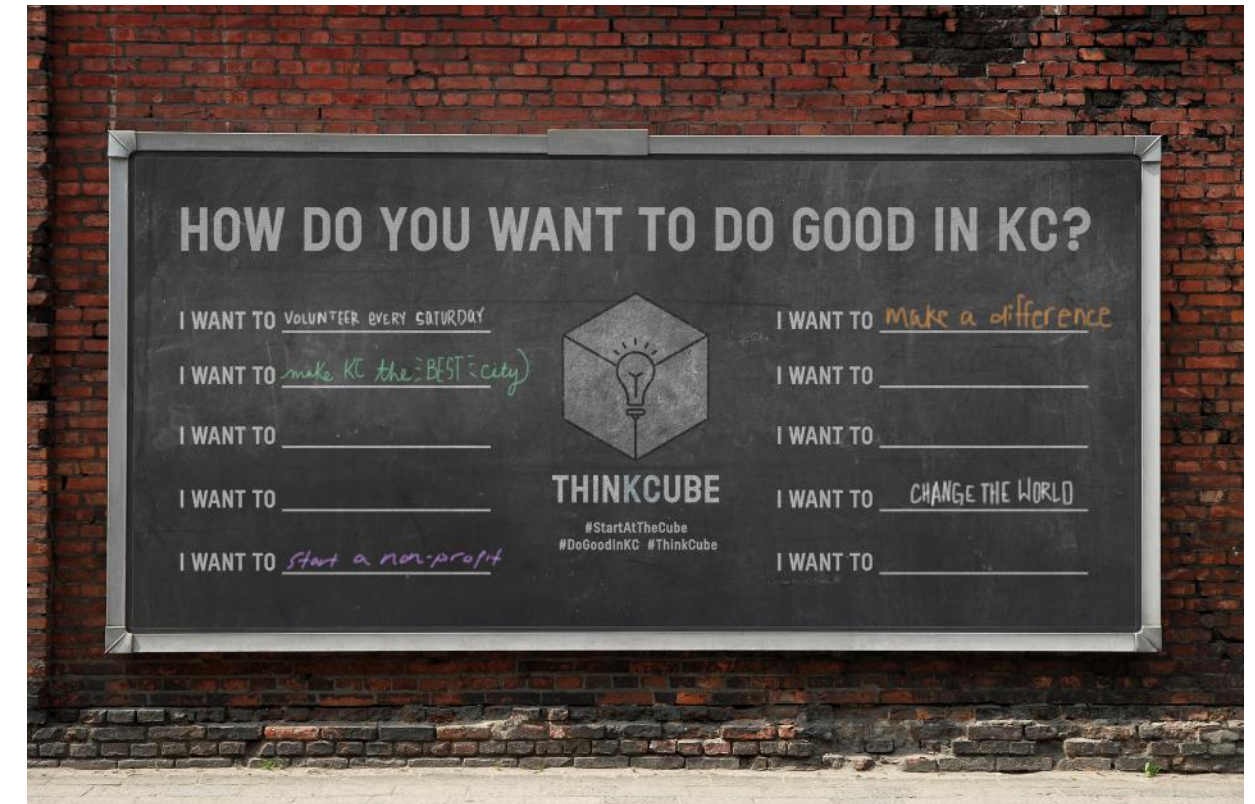


PR EXECUTIONS

CHALKBOARD THOUGHTBOARD

The simple, fundamental truth behind social entrepreneurship is that people are committed to doing good for the world. We want to promote this concept to Kansas Citians and pose the question: "How do you want to do good for Kansas City?" No matter what their answers are, the place where they can begin their efforts is at the ThinkCube. This execution involves a large chalkboard prompting Kansas Citians to answer this question. The chalkboards will be placed in various spots in the area, including the Crossroads District, the corner of 18th & Vine, the Barney Allis Plaza, the corner of Westport Road and Pennsylvania Avenue and Troost Park. The chalkboards instruct writers to start their quests at the ThinkCube and will contain information on how to find out more about ThinkCube. This PR execution will take place in September over eight weeks during 2017.

INSIGHT: Through our expert interviews, we learned from Jenny Miller, network builder from KCSOURCELINK, that social entrepreneurship is defined as, "...people that are starting businesses for the good of the community." Our chalkboard execution capitalizes on this idea by asking all Kansas Citians how they want to do good in the world, and guiding them to ThinkCube to make that happen.



CUBE PROGRAMS

PROGRAMMING AT THINKCUBE

ThinkCube will offer various programs for both the public and ThinkCube members to participate in. These programs will provide Kansas Citians an opportunity to network, learn about building a business, do good for their community.

> THINKCUBE MEMBERS PROGRAMS:

These programs will be exclusive for paying members of ThinkCube. These will include monthly breakfast meetups and networking events. ThinkCube residents will also have access to entrepreneurial experts to reach out to regarding any advice for building their startups. These on-call experts will include lawyers, public relations specialists, graphic designers and more. This will be key to attracting entrepreneurs to rent space at ThinkCube, because this establishes a support system for their startups.

INSIGHT: Visitors at the Thou Mayest community conversation commented that “Kansas City needs more co-working events,” and that “There are no idea-exchange opportunities or spaces for collaboration.” Additionally, many voiced concerns that there was not an easy way to learn more about social entrepreneurship. These various programs, which are open to the public, will help show Kansas Citians what social entrepreneurship is and how to integrate it into their growing businesses.

MIND FUELS

> OPEN ENTREPRENEURIAL PROGRAMS:

The entrepreneurial programs will be available to all Kansas Citians. These programs are in place to foster the entrepreneurial environment in the community. ThinkCube will provide monthly classes with different topics led by trained professionals on the first Monday evening of each month.



- JAN** How to find and apply for funding
- FEB** Understanding taxes for small businesses
- MAR** How to build a timeline for your business
- APR** Navigating your startup on social media
- MAY** Big data and your business
- JUN** Network effectively to grow your business
- JUL** Grassroots marketing
- AUG** Incorporating corporate social responsibility into your business
- SEPT** Pitch Camp
- OCT** The advantages to paid media
- NOV** Financing your small business
- DEC** App building seminar

> INTERNS:

We recommend hiring three interns starting in the summer of 2017. The intern positions will include a design intern, a communications intern, and an event planning intern. The internship program will allow young students in the Kansas City area to gain experience while also offering fresh ideas for the development of ThinkCube.

CUBE PROGRAMS

> “AFTER HOURS” SERVICE:

Many entrepreneurs already spend their days working 9-5. Our idea is for ThinkCube to offer “late night” services. We would promote “After Hours at the Cube” as an opportunity for working professionals to come to ThinkCube and get away from their everyday, ordinary work environments and step into a fresh, inspiring and thought-provoking environment to cultivate their ideas in. After Hours programs will offer discounted coffee, free snacks, later operating hours, playlists of productive music, and pulsing “break-time” activities, such as yoga or coloring, to take a break from work and relax.

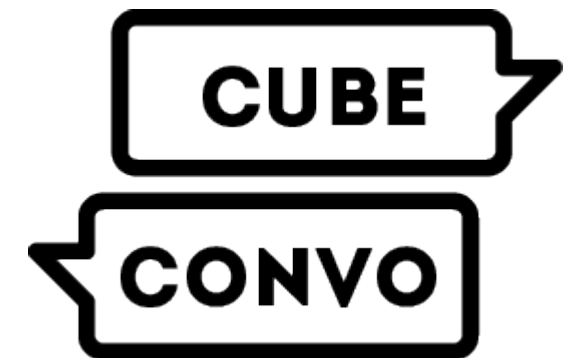
INSIGHT: A productivity app called DeskTime tracked employees’ computer use and peeked into its data to study the behavior of the most productive workers. It found that the most productive people tend to work for 52 consecutive minutes followed by a 17-minute break. Along with providing entrepreneurs with a collaborative, creative space for them to build their businesses, we will provide 17 minutes worth of “break time” every 52 minutes during the After-Hours programs to ensure productivity.



> THE CUBE CONVO:

Entrepreneurs in Kansas City reported that networking was of top priority to them. Thus, we want provide an opportunity to network, but also do so much more. Twice a month, on Tuesdays at 5 p.m., we will host “The Cube Convo.” This is a free program designed to offer budding entrepreneurs a place to share their ideas with a crowd of like-minded people. Visitors will then have the opportunity to give advice or even become a part of a new business venture through these presentations. The floor is open to all: speakers can range from seasoned business veterans to bright-eyed newbies. This open-forum approach allows entrepreneurs to present their ideas, but more importantly, start a conversation. If Ted Talks and 1 Million Cups had a baby, it would be this event.

INSIGHT: Within our survey, many participants explained that there are little opportunities for entrepreneurs to promote themselves. The survey participants further stated that they believe residents truly just do not know much about their companies, which ultimately makes it more difficult for a startup business. These monthly events allow new entrepreneurs a platform to promote their business and possibly recruit partners and investors.





COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT



01/ADVISORY BOARD

The ThinkCube Advisory Board will consist of leaders from Kansas City's entrepreneurial environment, as well as leaders from the 18th & Vine community. Advisory board positions will include president, vice president, director of membership, director of finance, event director and community outreach director. The advisory board will meet once a month and will act as influencers for ThinkCube by promoting events and services within their own networks, online and offline. Additionally, the Advisory Board will act as key decision makers prior to the launch event and after.

INSIGHT: Our focus group participants were enthusiastic about promoting ThinkCube programs in other community groups they are part of, such as churches and neighborhood organizations. "Just like you talking to me now, I need the full understanding," said one participant, "If you gave me flyers or something like that I could take it from this meeting and go to other meetings, the district, the city, whatever." This Advisory Board would also exist as an influencer program to help get word out to the 18th & Vine community & beyond about upcoming programs and events.



02/LOCAL PARTNERSHIPS

To engage the community's strong history and to support local businesses in the area, we want to source all catering and entertainment vendors from the 18th & Vine community. This would include inviting local food trucks, such as La Hamburguesa Loca and Pita For Good, to all programs involving food, such as After-Hours at the Cube and the Cube Convo. The director of community outreach will be able to source local talent through the advisory board.

INSIGHT: Supporting local businesses will help the local 18th & Vine economy grow. In a Civic Economics study, local restaurants recirculate an average of 79 percent of their revenue locally, compared to 30 percent for the chain eateries.

COMMUNITY ENGAGEMENT



03/YOUTH PROGRAMS

The youth programs will serve to educate the children of the 18th & Vine community and establish innovation interests. These classes will cover topics not typically included in school curriculum. The topics will cover coding, digital design, robotics, entrepreneurship and business practices. We will promote these programs by pairing with the local school districts and churches.

ThinkCube will also provide college scholarships for students looking to study subjects related to entrepreneurship. Students applying for the scholarship will have to demonstrate an entrepreneurial passion and a desire to do good through a series of essays where they will explain their future goals. This scholarships will be

open only to residents of the 18th & Vine Community, and will be funded by donations we collect at the Kansas City Idea Festival.

INSIGHT: Many participants in our focus group believed that the innovation center programs should educate kids and prepare them for successful futures. "The younger you are, the better you'll think in a positive sense. If you are taught that, then you can do it," said one participant.



04/YOUTH MENTORSHIPS

ThinkCube will also provide a mentorship program for local students. Students will be matched with an established entrepreneur who will act as a mentor and offer advice for their student's educational and career paths. Students will be interviewed and go through a selection process, and then be paired with a volunteer. Mentors can help their students by bringing them to certain events, going to ThinkCube programs with them, allowing them to shadow at their jobs and more. The goal of this program is to not only help prepare and educate students, but to also connect the volunteer entrepreneurs with the 18th & Vine community.

INSIGHT: In our interview with Mayor Sly James, he says that the innovation center needs to provide programs that affect school-aged kids. "They need role models," he commented.



05/ENTREPRENEURS MENTORSHIP PROGRAM

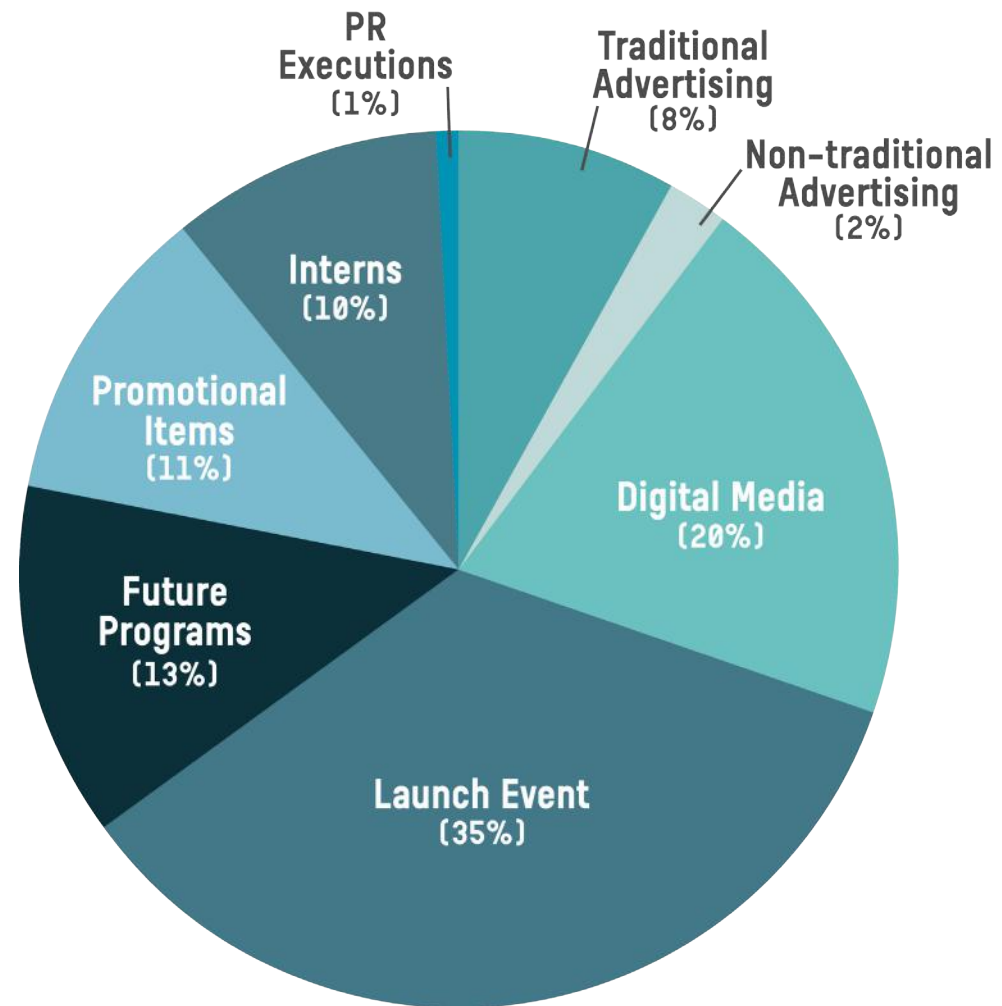
This mentorship program will connect established entrepreneurs in Kansas City and those just starting out. The mentors will help to answer questions, give ideas and further the mentees' networking base. To join the mentorship program, starting entrepreneurs will go through an application process and, if selected, will be paired up with a volunteer mentor by the vice president of membership.

INSIGHT: In our interview with Mayor Sly James, he said that the community needs programs that reach out to include those who are not in current programs. Additionally, he explained that we need to be more welcoming to minority entrepreneurs. This program will allow aspiring entrepreneurs to discover the resources and opportunities that are out there by partnering with an already established entrepreneur.



BUDGET

Over the January 2017 - January 2018 timeline, we plan to divide the \$100,000 budget between the final launch event and the media and PR executions leading up to the launch event. A portion of the budget will go toward building brand awareness and promoting future programs. The second portion will go toward the launch event to kickstart ThinkCube. While creating the launch event budget, we estimate that the staff members and services provided by local Kansas City businesses will be provided on a donation / volunteer basis.



| CATEGORY | QUANTITY | TIMEFRAME | COST |
|-----------------------------|--|--|--|
| Traditional Advertising | Streetcar panels: 16 Bus panels: 72 Exterior ads: 36 Print/Online: 72 ads | Jan 2017 – Jan 2018 | Panels: \$2,115 Exterior ads: \$2,115 Print / Online: \$4,000 |
| Non-Traditional Advertising | Chalk Talk Paint Mural | Mar 2017 – Jan 2018 | Chalk Talk: \$200 Mural: \$2,000 |
| Digital Media | Facebook, Twitter Website | Jan 2017 – Jan 2018 | Paid Facebook: \$9,900 Paid Twitter: \$9,900 Website: \$200/yr |
| Launch Event | Food Drinks Decorations Entertainment Staff | Jan 2018 | Food/drink: \$20,000 Entertainment: \$10,000 Staff: \$3,500 Decoration: \$1,000 |
| Future Programs | 4 Cube Programs 5 Community Programs | Monthly / weekly annual programming after launch event | \$13,000 |
| Promotional Items | 400 of each of potted plant, portable charger, baseball caps, laptop stickers | Nov 2017 – Jan 2018 | Chargers: \$3,100 Pots: \$2,200 Plants: \$1,665 Caps: \$4,200 Stickers: \$54 |
| Inters | Three interns: \$11/hr | June 2017 – Jan 2018 | \$9,900 |
| PR Executions | Chalkboard: \$200 Crossroads to the Cube: \$500 | Aug 2017 – Oct 2017 | \$700 |
| Total | | | \$99,749 |



TIMELINE

JAN FEB MAR APR MAY JUNE

| | | | | | |
|--|--|--|---|---|---|
| Launch website and social media accounts | Interview and establish Advisory Board members | Establish partnerships with local businesses, nonprofits for ThinkCube programs | Place print/online ad in KC Star, KC Business Journal | Place print/online ad in KC Star, KC Business Journal | Place print/online ad in KC Star, KC Business Journal |
| Content creation for social media campaign | Launch internship application | Place Sidewalk Talk in high traffic areas in KC - Westport, Crossroads, 18th and Vine. | Social media follower pulse | Reveal mural | Social media program pulse |
| Call for Advisory Board applications | Begin social media follower pulse | | Interview interns | Launch social media program pulse | Place kiosk promotion |
| | | | Place streetcar & bus ads | Interns start | Streetcar & bus ads |
| | | | | Streetcar & bus ads | |
| | | Social media follower pulse | | | |

JULY AUG SEP OCT NOV DEC

| | | | | | |
|---|---|--|---|---|--|
| Place print/online ad in KC Star, KC Business Journal | Place print/online ad in KC Star, KC Business Journal | Send press release for launch event to KC Star and KC Business Journal | Place print/online ad in KC Star, KC Business Journal | Place print/online ad in KC Star, KC Business Journal | Send press release for launch event to local media outlets - KC Star, KC Business Journal, Ink |
| Social media program pulse | Social media program pulse | Place print/online ad in KC Star, KC Business Journal | Chalk board promotion | Order promotional items (stickers, hats, chargers, potted plants) | Place print/online ad in KC Star, KC Business Journal |
| Kiosk promotion | Begin chalk board promotion | Chalk board promotion | Begin social media launch event pulse | Social media launch event pulse | Social media launch event pulse |
| | Kiosk promotion | | Place flagpost promotion | Flagpost promotion | |

MEET THE TEAM

Fueled by a fresh pair of eyes and a fearless perspective, our work doesn't stop when the job is done. We envision movements over moments, by creating lasting impacts that bridge the gap between strategy and creativity.



Four Eyes Creative



Madelyne Moloney
Account Executive



Erica Hines
Presentation Director



Dana El-Shoubaki
Media Director



Sunny Kim
Creative Director



Darcey Altschwager
Research Director



Danielle Sorensen
Public Relations Director

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