

# D3.1 Intermediate business plan and business model

## D3.1 Annex 2 - Launch Campaign Summary

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### 01 Commercial Insight

SMBs are facing a highly competitive environment. They have small teams which require knowledge and experience to conduct their business. The lack of certain knowledge/skills combined with tight budgets and deadlines, puts them in a difficult situation. They need to compromise and work over time or deliver a project they don't feel confident in.

Furthermore, due to an increasing aging population, Europe and its seniors are confronting with issues such as increased retirement costs, unexploited potential of knowledge and experience and feelings of uselessness.

### 02 Opportunity for users

Currently, SMBs are either forced to pay an expensive consultancy company or expert, or work overtime to try and learn from the internet and other sources. While the older generation is facing feelings of uselessness and a need to be active, included and helpful.

Our platform creates an environment where these two groups can connect and help each other. The SMBs can benefit from the knowledge and experience of a senior mentor to complete a project or simply strengthen their team. At the same time, the senior mentor is engaged in an online community while participating in building the future. They remain active and integrated, while earning extra income.

### 03 Target Markets



#### Companies

Small to Medium Businesses and Industrial companies  
Smart Manufacturing industry  
Located in Europe  
Requires the help of someone with experience



#### Mentors

over the age of 55  
Industrial/ Smart Manufacturing background  
Located in Europe  
Wishes to be active and help the younger generations

### 04 Business Challenges

To survive, SMBs must:

- Be able to deliver their projects on time, while guaranteeing highest quality.
- Provide the help, their teams need to be successful in their projects.
- Invest in developing the knowledge base and skills within their team.

### 05 Unique Selling Proposition

Our platform reshapes the future of mentoring, supports senior professionals to remain active and age well in a digital world while democratizing access to knowledge for companies.

### 06 Buyer Personas

Buyer	Value Delivered
Owner, Partner, CEO, President	Profitability and competitiveness
Department Manager	Seamless project delivery, retaining top talent within budget
Design, Product Engineer	Support and guidance, deliver quality designs/products

### 07 What Does it Do

- Provides an intuitive and easy to use online platform that connects SMBs and senior mentors in a unique ecosystem.
- Recommends companies the fittest seniors for their problem using AI matchmaking.
- Provides customized help from experienced senior mentors for each company's problem.
- It has a quick launch thanks to the AI matchmaking tool, and by getting rid of the program manager by allowing companies to choose their mentor.
- Allows mentors to be engaged in their former industries and help build the future.
- Effective journey with a 3 step only process for the companies.

### 08 Benefits



Increase team productivity



Improve collaboration



Fast time-to-market



Remain active and be engaged



Help build the future

### 09 Competitive Advantages

Join a community of passionate professionals

- AI matchmaking
- Freedom to choose your best fit
- Cost & Time efficient
- Quick Launch
- Flash Mentoring
- Designed for elderly mentors

### 10 Competitors

**Insala** Offers a mentoring management platform

**MentorLoop** Offers long term mentoring programs





**MentorCliQ** Offers a mentoring management platform

### 11 Early Adopters

- ACAROM - 160 Automotive Companies
- Smart Alliance - 22 IT companies
- Mentorisia - Services for mentors




# WoA Launch Marketing Campaign Timeline 2023

## Legend


- Awareness
- Consideration
- Register
- Onboarding
- Retention
-  Facebook
-  LinkedIn
-  Wisdom of Age
-  Zoom

**Feb** **White Paper/ Brochure**  

Brochure Companies  
Brochure Mentors  
Platform Whitepaper

**Apr** **Webinar**   

Post about webinar  
Webinar Agenda +  
Registration  
Reminder  
Webinar

**Jun** **Reviews & Feedback** 

Satisfaction Survey  
Feedback form




**Jan** **Blog Posts**  

Blog Post Companies  
Blog Post Mentors  
Article  
Video

**Mar** **Interactive content**  

Poll companies  
Poll mentors  
How to: companies  
How to: mentors

**May** **Platform Launch** 

Registration Companies  
Registration Mentors  
Matchmaking

**Jul** **Success Stories**  

Case studies  
Success story Company  
Success story Mentor