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MC 4328 Digital Media Capstone

2 April 2021

Research Your Idea

LEAN CANVAS

Problem Top 3 problems Being unhappy at work can come home. Not getting a chance to try out a certain career field due to lack of qualifications Existing Alternative Manager-In-Training Programs Apprenticeships	Solution Top 3 features Multiple industries available No degree required Potential for a new full-time career Key Metrics Having individuals and companies join the program Individuals discovering their passion at a company and continuing employment	Unique Value Proposition Didn't go to college? No worries. Try out multiple industries and learn on the job until you find your next fulfilling career. High-Level Concept Try out a job without all of the qualifications.	Unfair Advantage People's Passions Company Connections Channels Social and website ads Email list Company sponsors Career events Word of mouth Friends	Customer Segments Target customers People that haven't gone to college and are unhappy in their job, but unable to start fresh due to not having a degree or experience in certain career fields. Early Adopters Unhappy individuals wanting a new career
Cost Structure Event materials Ad/Marketing costs			Revenue Streams Companies pay a fee for hard working, quality candidates Individuals pay a fee to be considered for the program	

PROBLEM STATEMENT

We will create an employment program for individuals without a college degree experiencing a lack of fulfillment in their current job by training them for positions requiring a college degree without attending college for various company types.

MARKET ANALYSIS

Our target market includes people that have not gone to college and either do not want to or do not have enough resources to attend. These people are looking for someone to give them a chance to pursue a career without having all of the necessary qualifications or learning in a classroom environment. To further expand, a persona encapsulating common characteristics of these individuals finds that they are often unhappy in their current job and want to pursue a career they value, are between 18 to 30 years old, single or married with no kids, do not like classroom methods of teaching or struggle with this learning style, often a minority, want to be able to provide for themselves or their family and struggle to do that with low-paying jobs, want someone to take a chance on them without all of the qualifications, are hard-working, and do not want to be in a role that generally requires extensive education such as a doctor, veterinarian, or scientist.

FINANCIAL PROJECTIONS

Our B2B2C Business Model will have two primary forms of revenue. The more significant percentage of revenue will come from companies that pay us a monthly retainer fee based upon the number of individuals working at their company each month. For instance, the more individuals they have in their program, the higher their payment will be for that month since our company will be the reason for them to acquire hard-working, quality candidates. It would be very similar to how HR Recruiters pay LinkedIn for their Talent Solutions which “helps recruiters attract, recruit, and hire talent” (How Does LinkedIn Make Money). However, if none of our individuals are at their company just yet, they will just pay their regular base monthly retainer fee. For example, say one of our clients is Pinterest, and we have four of our individuals working for various departments such as finance, human resources, marketing, and information technology. Their fee for that month would include their base retainer fee with an

additional cost per individual. The smaller revenue part of our program will require individuals to pay a one-time upfront fee to be in our program after they pass our qualifying survey.

Combining those two revenue streams will allow us to cover costs such as event materials, marketing costs, and salaries for our team.

DIVERSITY AND GLOBAL IMPLICATIONS

Out of all of the countries in the world, the most college-educated in 2021 is Canada, with 56.71% having gone to college (Most Educated Countries 2021). However, that leaves 43.29% that have not gone to college. In other countries with lower amounts of college-educated individuals, the greater that number increases for those that have not gone to college. Canada's statistic shows that almost half of the most educated country did not go to college, proving that this business plan could spread globally. A program like ours could be the solution for a large portion of that market. The United States has resources such as the manager-in-training program or apprenticeships, but less developed countries do not. However, they do have companies that need employees.

As far as diversity goes, it is a known fact that minorities often do not make up large numbers of students on college campuses, leaving them left behind. For instance, according to the U.S. Census Bureau, in 2009, about 28% of Americans older than 25 years of age had a four-year college degree. That same year only 17% of African Americans and 13% of Hispanics had a four-year degree (Kerby). Colleges are starting to see more of the importance of having diverse campuses, but they are not to the best place they can be yet. Potentially, college is daunting for those of different ethnicities for fear of being a "diversity number," so they could prefer a program like ours over college. The United States alone is changing and companies need to adapt to that change. "More than half of all U.S. babies today are people of color, and by 2050

our nation will have no clear racial or ethnic majority,” (Passel et al.). We need to invest in the future of the workforce, and our program will be at the head of this initiative for those not pursuing, unable to pursue, or not wanting to pursue college.

COMPETITION

At the moment, two programs that are similar to our business idea include manager-in-training programs and apprenticeships. “A manager in training is an employee who is either hired as a manager with a probationary period while they receive the necessary training, or an employee hired as part of a trainee management program where they can learn on the job,” (Edwards). This very similarly mirrors our program, but it has its strengths and weaknesses. Two strengths are the fact that individuals receive on-the-job training and are placed into a managerial role after completing the program. On the other hand, the three weaknesses are that these programs often require participants to have a college degree beforehand. These positions are hard to come by, and individuals would be placed into a managerial role, whether they wanted to be.

Apprenticeships are “paid, full-time positions teaching skills through a combination of on-the-job experience and classroom instruction,” (Nykiel). As a strength of this program, participants receive a certification at their completion. However, apprenticeships are hard to come by, require a classroom portion, and may take participants up to six years to finish the program without advancement in their role.

POTENTIAL SOLUTIONS

We will partner with many companies in multiple industries to create a program where individuals would be trained in a position cohesive with each individual’s strengths and interests. Additionally, each company will have the right to terminate the individual at any point at their discretion. To start, the individual would be placed on a 4-month probationary period, with

sustainable pay. During that time, the individual would be trained in everything they need to know to perform proficiently. At the completion of 4 months, the company would evaluate the individual's performance while the individual would decide whether they would like to stay with the company or try out another industry. If the individual chooses to stay and the company reciprocates that decision, the individual would start at lower pay with agreed increases based on their longevity and performance. After five years, they would begin to receive compensation comparable to someone who has a degree. If they decide to try out another industry, the 4-month probationary period would start again in the next position and follow the same criteria for pay.

Before an individual could come into our program, they would have to take a few assessments to help define their career aspirations, skills, and ideal goals. Additionally, they would have to complete random drug tests. Companies that partnered with me would receive an incentive to participate by being able to pay someone lower rates while new hires learn directly how that company operates.

For this solution to come together, we would need a team, company clients, individual clients, and marketing efforts. These four key components would help us give individuals a chance to break out of the rut in their current, unfulfilling position and find new passion without having to earn a college degree or be placed in a classroom learning environment.

MARKETING STRATEGIES

Marketing will be huge for the success of our program. A few strategies we will start with include creating "jobs" on platforms such as Indeed, ZipRecruiter, LinkedIn, etc. These "jobs" will not try to trick people and will explain our purpose very straightforwardly. We would make it a point to attend the occasional in-person, but mostly virtual, hiring or career events to spread awareness for a program that individuals may not have known about. We will also be

active on TikTok, Instagram, Facebook, Twitter, and LinkedIn. For TikTok, we will try to show a day in the life of different jobs, sharing that individuals could do that job too without college if they do not know what direction to go next. On Instagram, we would use targeted ads from Facebook and include content on our feed which may consist of testimonials or success stories from individuals who have gone through our program, posts geared towards those that feel stuck in their current position and have not gone to college and either do not want to or are able to, and all of our TikTok content on reels when possible. For Facebook, we will use digital ads strategically and optimize them weekly for the best performance results. The ad campaigns will be geared towards individuals without a college education between the ages of 18 and 30 who want a way to try out career fields and find their passion. Additionally, Facebook still has the most users in the world, thus, making it essential for our company to expand globally (100+ Social Media Demographics That Matter to Marketers in 2021). Twitter will be a mix of partnership announcements where we tag the companies we partner with so that a lot of people see that our program is legit. We would make a deal with each company to share about our program to their social channels to further our legitimacy and reach for potential new companies and individual clients. We would also post relatable memes and gifs that would hopefully increase our retweets. Last up is LinkedIn. According to the Pew Research Center, our target audience is small on LinkedIn. “10% of LinkedIn users are those that have not attended at least some college or those in lower-income households,” (Perrin and Anderson). All of these tactics combined would help us reach our audiences.

LIMITATIONS OR CHALLENGES

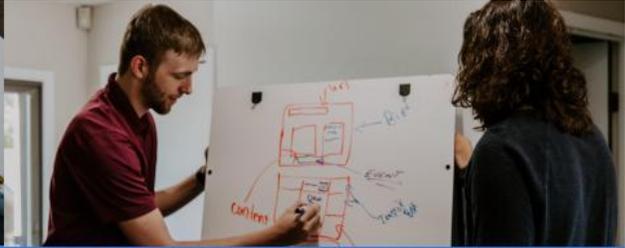
One of the biggest challenges for our program would be getting companies on board from many industries, especially initially. We would have to craft our messages very strategically to

show companies that partnering with us will significantly benefit them. We may face issues with having a quality trainer within each company that would dedicate time to the individual in our program, ensuring they are successful or deciding if they like the industry. A long-term goal could be to have individuals who have graduated from our program become the trainer for the next individual to try out the area that they are now in. This personal experience would give that new individual a sense of hope from seeing a success story and a “familiar face” in a new place. Lastly, we would need to pull together a quality team because this initiative is not a one-person job. Positions we would love to start with would include a CEO, CFO, Product Manager, Social Media & Social Customer Service Manager, Company Outreach & Event Specialist, Human Resources/Liaison for Clients/Customer Service, and outsource technology-related tasks such as IT. This would be a significant upfront cost that we would need to handle. Likely, the team would start with only two to three people working on the team part-time to get companies and individuals on board. Once a few clients were secured, the team could expand. So, funding would have to be a requirement for startup costs. Despite these limitations, our team is confident that we can be the next big hit for individuals looking for a fresh start in their career without going back to school.

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Try out a job without all of the qualifications.

By: Meagan Fleming



Problem Statement



We will create an employment program for individuals without a college degree experiencing a lack of fulfillment in their current job by training them for positions requiring a college degree without having to attend college for various company types.

Market Analysis

Our target market includes people that have not gone to college, and either do not want to or do not have enough resources to attend.



Persona

- often unhappy in their current job and want to pursue a career they value
- are between 18 to 30 years old
- single or married with no kids
- often a minority
- want to be able to provide for themselves or their family and struggle to do that with low-paying jobs
- want someone to take a chance on them without all of the qualifications
- are hard-working
- do not want to be in a role that generally requires extensive education such as a doctor, veterinarian, or scientist
- do not like classroom methods of teaching or struggle with this learning style

Financial Projections

Our B2B2C Business Model will have two primary forms of revenue.

The Larger %

comes from companies that will pay us a monthly retainer fee based upon the number of individuals working at their company each month.

The Smaller %

Will come from us requiring individuals to pay an upfront one-time fee to be in our program after they pass our qualifying survey.

Global Implications

Out of all of the countries in the world, the most college-educated in 2021 is Canada with **56.71% having gone to college.**

However, this leaves **43.29% that have not gone to college.**

(Most Educated Countries 2021)

- In other countries with lower amounts of college-educated individuals, the greater that number increases for those that have not gone to college.
- Canada's statistic shows that almost half of the most educated country did not go to college, proving that this business plan could spread globally.

Diversity Implications

In 2009...

About 28% of Americans older than 25 had a four-year college degree

Only 17% of African Americans had a four-year degree

Only 13% of Hispanics had a four-year degree

Colleges are starting to see more of the importance of having diverse campuses, but they are not to the best place they can be yet.

The United States alone is changing and companies need to adapt to that change. "More than half of all U.S. babies today are people of color, and by 2050 our nation will have no clear racial or ethnic majority," (Passel et al.).

It is important for us to invest in the future of the workforce and our program will be at the head of this initiative for those not pursuing, unable to pursue, or not wanting to pursue college.

U.S. Census Bureau, 2009

Our Competition

There are two similar solutions for the problem we are trying to solve, but they have their weaknesses.

Manager-In-Training

- require participants to have a college degree beforehand
- positions are hard to come by
- individuals would be placed into a managerial role, whether they wanted to be or not.

Apprenticeships

- hard to come by
- require a classroom portion
- may take participants up to six years to finish the program without advancement in their role.

Potential Solutions

Companies

We will partner with many companies in multiple industries to create a program where individuals would be trained in a position cohesive with each individual's strengths and interests.

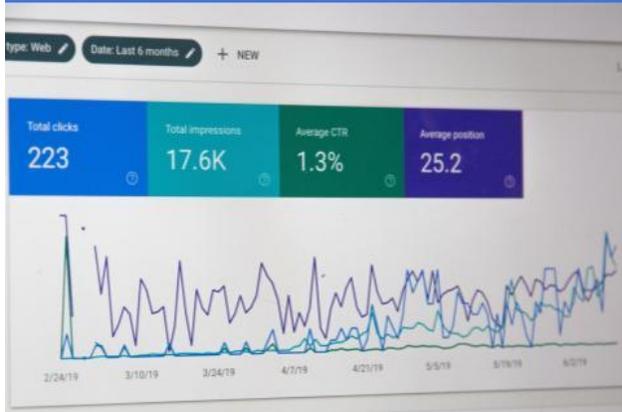
Individuals

Our participants will be required to complete a few assessments to help define their career aspirations, skills, and ideal goals. From there, they would be matched up with open positions in various fields.

Resources

We would need a team, company and individual clients, and marketing efforts. These key components would help us give individuals a chance to break out of the rut in their current, unfulfilling position and find new passion without having to earn a college degree or be placed in a classroom learning environment.

Marketing Strategies



- Create “jobs” on Indeed, Ziprecruiter, LinkedIn, etc.
- Active on TikTok, Instagram, Facebook, Twitter, and LinkedIn
- Attending or hosting in-person and virtual career fairs and events

Limitations



Companies



Trainers



Team



Funding