

The background image shows a creative studio or workshop. In the foreground, there is a wooden desk cluttered with various items, including a computer monitor, a keyboard, and several magazines or books. One magazine prominently displays the text 'WILD IS NOTHING JUST'. In the background, there is a long wooden table, a sofa, and a bookshelf. The walls are made of brick, and there are some plants and other decorative elements. The overall atmosphere is one of a busy, creative workspace.

BUILD
INSTITUTE

DUKEENGAGE DETROIT 2017

Lúcia Mees & Marc Alhertsen



"ENTREPRENEURSHIP HUB"

LOCATED IN CORKTOWN.

It helps people **turn their business ideas into reality** by providing them with the necessary tools, resources, and support network in Detroit.

 **BUILD
BASICS**

 **CO.STARTERS**

 **BUILD
SOCIAL**

 **BUILD
NEXT**

 **OPEN
CITY**

 **GROW
ROUNDTABLES**

 **BUILD
BAZAAR**

 **PILOT**

We aim to empower people to launch ideas and grow businesses by providing access to education, resources, and a supportive engaged community.

GREAT IDEAS START WITH BUILD.

What we worked with

ANNUAL ALUMNI SURVEY

BUILD INSTITUTE IMPACT REPORT

- Economic and social impact
- Local and national context
- Build at a glance facts sheet

CASE PROBLEMS

- How to provide marketing support to Build graduates
- Analysis of potential new partnerships
- Potential new programs and courses

GENERAL TASKS AND PROJECTS

- Downtown Detroit Partnership Summer Stakeholder Conference
- Open City
- Concert of Colors
- Update databases, zip code density map, prepare class materials...*



2016 deliverables and
work as models



Collective Metrics

2017 ANNUAL ALUMNI SURVEY

- Business and personal (demographic) information
- Courses (or programs) at Build and goal in taking it
- If the respondent owns a business
 - Challenges
 - Income/Revenue/Profit
 - Workers and wages
 - How can Build help
 - Satisfaction with Build
- If the respondent doesn't own a business
 - Biggest barrier
 - How can Build help
 - Satisfaction with Build
 - Level of involvement desired



Purpose: to analyze and demonstrate the **direct impact of Build Institute** on the greater Detroit economy and community.

- Metrics gathered/calculated per year include:
 - Number of graduates
 - Companies created
 - Jobs created/retained
 - Business profile
 - Entrepreneur profile
 - Areas of activity
 - Economic output
 - Return on Investment
- Regional and national comparisons
- Diversity and inclusivity efforts
- Recommendations and next steps



1086

GRADUATES

82% women AND 55% African American

with a **25%** annual growth in enrollment

who run in Detroit



OPERATIONAL BUSINESSES

after having
participated
in one of the

73

CLASSES
TAUGHT

\$30.8M 14K+

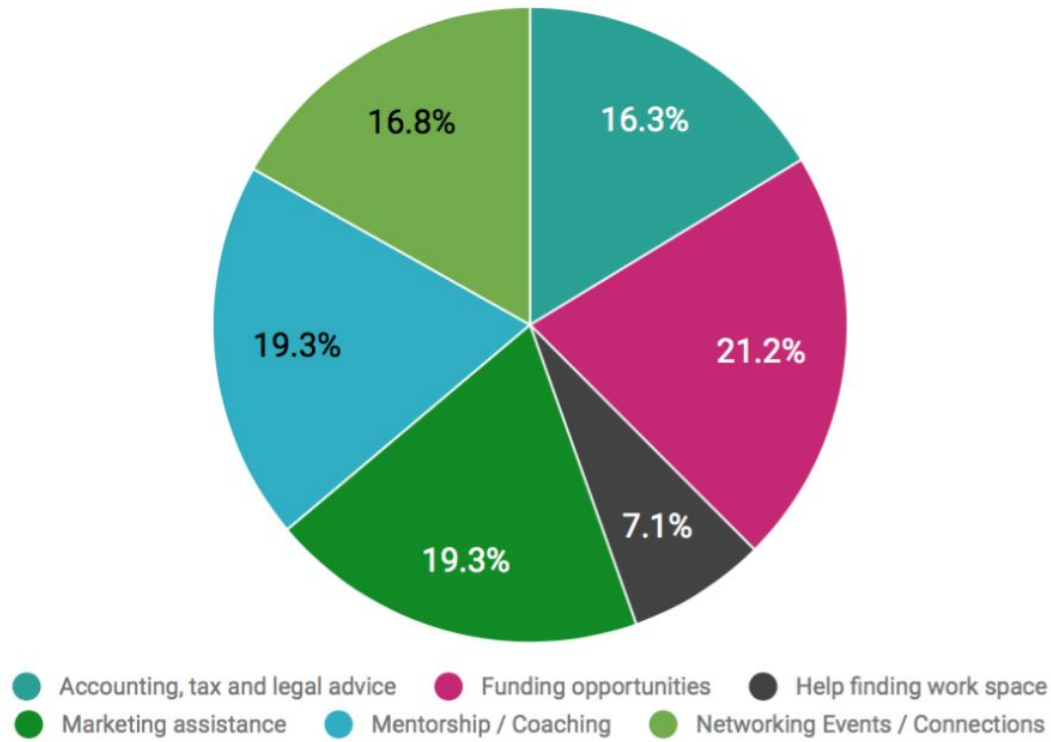
generated every year
through labor income

people impacted per
month in 2017 through
Build graduates' products and
services

SOME OF OUR RECOMMENDATIONS

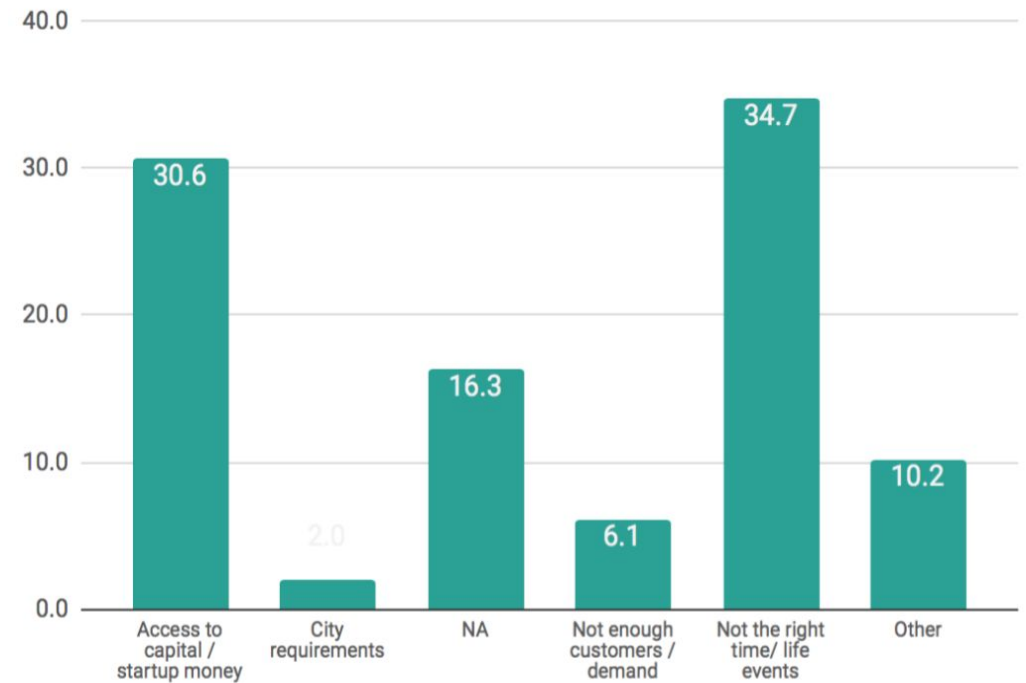
FOR CURRENT BUSINESS OWNERS

What kind of continued business support(s) would you like to see from Build Institute?



FOR GRADUATES THAT ARE NOT BUSINESS OWNERS

What has been the biggest barrier to starting/continuing your business? (in %)



MARKETING CASE STUDY

- Identified need from alumni surveys
- Curriculum – Marketing for Non-Marketers
- Online Course vs. In-Person
- Cost analysis
- Best months for implementation
- Potential Partnerships:

coursera



OMI Online
Marketing
Institute



BUILD
INSTITUTE

CASE STUDY

ADDRESSING BUILD INSTITUTE GRADUATE'S NEED
FOR MARKETING ASSISTANCE

Lúcia Mees & Marc Albertsen

July 29, 2017

Marketing Case Study | 2017

Thank you for your attention.

Any questions?