TECH START

DEVELOPING THE NEXT GENERATION OF CREATORS

Market Analysis
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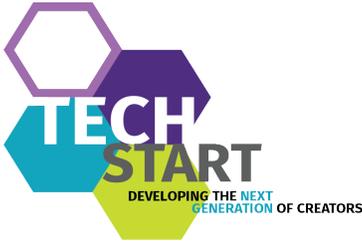
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About TechStart

Mission:
Create a better future for the youth of Tampa Bay,
specifically those at risk, by initiating and maintaining
inspiration, education and opportunities in the technology field.

History:
TechStart is a non-for-profit organization founded in 2001; a philanthropic section of the Tampa Bay Technology Forum. Located in the greater Tampa Bay area, they provide services to Hillsborough, Pinellas, and Pasco Counties. With a mission "to create a better future for at-risk youth of Tampa Bay by providing inspiration, education, and opportunities in technology fields," they offer a variety of programs. These include coding, robotics, 3D printing, and newly launched Developing Divas, which focuses on special opportunities for girls who are a minority in the industry of computer science and engineering. These three counties have a high quantity of elementary and middle schools, providing TechStart with an abundance of opportunity to engage with a community and generate consumers, sponsors, and donors. According to Alexander's Tampa Bay Times article, this also gives them a platform to host events such as the Grand Prix Yacht Club, Demo Days, and their most successful, Tech Jam, as well as host a summer camp for a week every year. Additionally, according to TechStart's website, this allows them to fundraise and host competitions for a variety of causes, such as The 1st National Invention Competition in which the winner and runner-ups get to travel to Washington D.C., or collegiate scholarships.

Copy Platform:
TechStart gives low-income kids the motivation to be successful by developing their technology skills.

About TechStart

Product/Service Analysis

Code Club
Students are taught basic coding concepts, such as sequence, repeat, repeat until, if, if-else, functions, functions with parameters, while, and counter. Students learn skills that are applicable outside of the classroom. TechStart sparks an interest in topics that might have seemed out of reach.

First Robotics
Students are able to build robots that will compete for a specific goal.

3-D Printing
For every one private school student that participates in 3D printing, one at risk student will have their cost covered. Students learn how to design and print their own 3D structure.

Photos from Robotics Club

Situation Analysis

It has been 1.5 years since TechStart's re-brand. They have schools lining up to implement their program, students spreading their brand awareness, and sponsors waiting to be on board. They have three programs ready to be fully implemented into schools and run by mentors. A few problems have arise, though. Although the ideas and motivation to run this business exist, the company lacks the manpower to run successfully. TechStart only has one employee, Akira. Mentors are hard to find, and it is challenging to give a real orientation to them. Akira is not a marketing expert and doesn't have a media plan, and needs content for TechStart's website, brochure, and social media.

Objectives

1. Create more content for TechStart to use
2. Develop material for both audiences (Kids and Donors)
3. Develop a Social Media Plan
4. Gain mentors and or sponsors

Marketing Mix

SERVICE
Once a week class program that teaches students how to use technology
PRICE
Private schools pay for services while at-risk schools receive them for free
PLACE
Currently only Hillsborough Pasco and Pinellas County; looking to extend to Sarasota
PROMOTION
Students are learning a skill to boost their resume and give them a competitive advantage over others. In terms of previous advertising: press releases, newsletters, PowerPoints and a small amount of print ads have been created but have not met maximum audience potential.

Strategies

1. Develop information to use to recruit students, schools and mentors that can explain what TechStart is all about. This will help achieve objective one by creating more content for TechStart to use and fill the website.
2. Expand the voice of TechStart from more than just Akira. Develop a voice for both audiences: the kids and adults. This will achieve objective two because kids are drawn into the program differently than an adult mentor or school official.
3. Use Social Media to draw in sponsors, mentors and parents by having regular posts and frequent engagement on multiple platforms. This will achieve objective three by have a consistent social media presence.
4. Develop a consumer-oriented approach for recruiting mentors by building brand image and increasing feelings of goodwill to consumers. Implement a standard orientation plan for mentors to make the process easier and to hold them accountable to the program. This will help achieve objective four because it gives content that can be given to multiple mentors and schools.

Tactics

Strategy 1 Tactic: Create Website content so that the website feels more complete, Trifold material to distribute in the community, newsletter to update parents and schools on TechStart club progress, postcard for direct mailer, online banner ads and multiple print ads.

Strategy 2 Tactic: Create different download-able PDF's to post on the website for each target audience about TechStart that is themed. One for students that is very kid-friendly and colorful. The second for adults including mentors, teachers and board members that is more information heavy and brand themed.

Strategy 3 Tactic: Develop a Social Media content calendar so that posts are scheduled ahead of time. Plan content around time of year, event schedule and needs at the time. Hire an intern to be in charge of engagement on social media.

Strategy 4 Tactic: TechStart should reach out via social media, and potentially travel to different school and college campuses where they could set up stands or give talks that provide information about what it is they do. Once set to be a mentor TechStart can provide a plan and policies of schools and program with a USB given to each mentor to start TechStart club for consistency of information. Create a template and expectations for mentor orientation.

Market Segmentation

TechStart's main focus is helping the at-risk youth of Tampa Bay.
Target Audience Includes: Students, Parents, Schools, Mentors, Sponsors

Primary Market: Students (K-12 focus on middle school)

Mostly at-risk students in Tampa Bay. Making programming desirable to low income students is top priority because they receive the most benefits from the organization. Not only will they walk away from the program with a better attitude toward=-- learning and an improved understanding of technology, but they will also be more marketable. In a highly evolving society, the ability to code is a skill that these students can sell to companies to earn extra money. TechStart purposefully targets the low-income/at-risk students because this type of knowledge that the organization provides could ultimately end up turning their lives around. Though, TechStart has recently broadened it to all students to charge private schools for the same program that's offered for free to the public schools at a 1:1 ratio for everyone that pays, one is provided to a student for free (TechStart Tampa Bay).

Secondary Market: Mentors

Mentors are needed to keep the program alive. Dedicated volunteers (virtually any demographic no experience necessary) need to be recruited and made aware of the difference their time can make. Potential Mentors include high school students or college students, 16-22 years old that are looking for a place to volunteer and/or earn internship hours. (Tampa Bay Demographics) Other mentors include smart, gifted individuals and company executives who are looking to share their expertise with the at-risk students in TechStart. They may be part of an organization that sponsors TechStart events or needing volunteer hours as an executive. This market includes individuals with higher incomes, that are young entrepreneurs looking to get involved in the Tampa Bay community. Currently, TechStart is facing expansion problems because of their lack of volunteers. If community engagement increased internally within the organization, more students would be able to be helped and the organization could grow at a faster rate.

Market Segmentation

Tertiary Market: Sponsors/Donors

Community engagement is key to long-term success. Program awareness needs to be drawn to increase donations and funding. With more money comes more opportunities for resources and expansion. This segment is a little tricky since TechStart needs more from them than they need from TechStart. But they will fulfill their need to do good in the community and help provide children an unconventional education.

Peripheral Market: Schools in Tampa Bay

Schools will widely benefit from TechStart—they look good for evolving with society and bringing in relevant technology courses, and students benefit from the behavioral and academic skills they learn. D and F schools are the easiest market to reach, but requires the successful recruitment of the previous markets. Once the students, volunteers, sponsors and parents are on board, expanding will be easier. According to America After 3pm, the demand for enrichment programs after school hours increased by nearly 60% between the years of 2004 and 2014, however, throughout the United States, 11.3 million children are still without supervision between the after school hours of 3 and 6 p.m (Alliance). This shows there is a high demand for what TechStart provide.

Quinary Market: Parents

Many low-income parents cannot afford the technology offered by TechStart, which may cause them to be wary of the entire program. Parents need to be convinced that the program is worthwhile so they can be supportive of their children's enrollment. According to a study by the Joan Ganz Cooney Center, 63% of parents believe that time spent with technology is distracting from other activities, while 18% believe that technology used in the classroom is disruptive to a child's education.
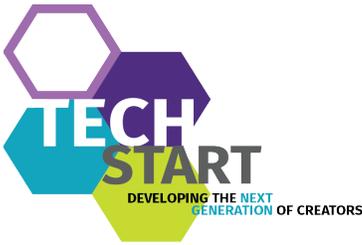
Demographics

## Tampa Bay by the Numbers
Source: (Tampa Bay Demographics)

Population: 4,439,363
White: 78.54%
Black or African American: 11.58%
Hispanic or Latino: 16.73%
48.5% Male
51.5% Female
Total Tampa Bay Population by Age

Age		
Age 0-17	888,136	20.0%
Age 18-34	876,265	19.74%
Age 35-54	1,113,464	25.08%
Age 55-64	606,338	13.66%
Age 65+	955,160	21.52%

Households by Income in Tampa Bay

Chart: This graph below, taken from Nielson, shows the percentage of households in the Tampa Bay area and what their income is. This exemplifies the amount of non-affluent areas within Tampa, and the amount of children who would greatly benefit from TechStart's non-profit help.
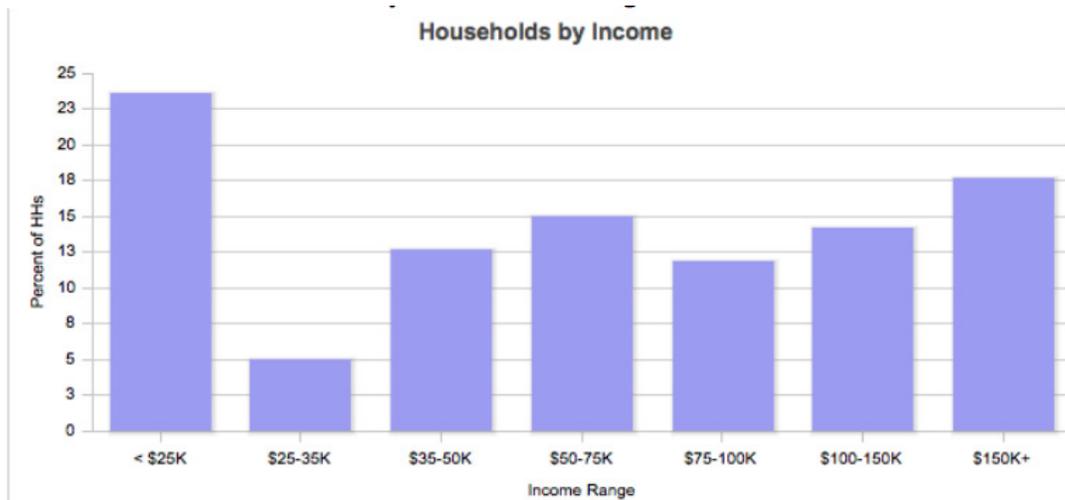

According to Hillsborough County Community Atlas, 15% of Hillsborough County residents are listed below the poverty line (with 22% total in Tampa Bay). Since TechStart's target demographic is inner city, low income students, PRIZM research has shown that their key audience's social group can be defined as "Micro-City Blues," which can be segmented further into groups called, "family thrifts" and "sustaining families." Individuals in these categories are generally low-income families (with a median income of around $18,500-$26,000) and are a mix of old and young. Whites, Hispanics and African Americans are all represented in this category. A fair share of single people, married couples and widowers also appear in this demographic. The breadwinners of the house generally work blue collar or service jobs, which forces them into small living spaces.

Demographics

**Age of Children with Verified or Some Indication of Maltreatment in City of Tampa**

Chart: This graph, taken from the Hillsborough Community Atlas website, indicates the age of children who have been maltreated in the City of Tampa. This exemplifies the number of at-risk-youth in Tampa, showing that there is a large abundance of children in TechStart's target demographic and geographic that would benefit from what they do.
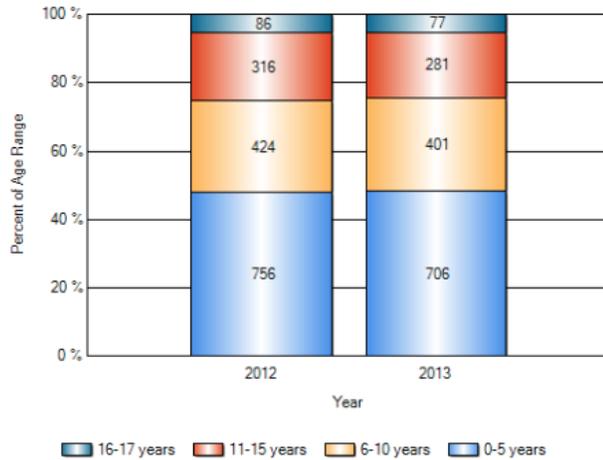
TechStart helps at-risk youth, so largely the minority races such as Hispanic, Latino, and black. According to youth.gov, minority youths are more likely to be detained and committed that non-Hispanic whites, and "African-American youth have the highest rates of involvement [in crimes committed in the United States] compared to other racial groups. They make up 16 percent of all youth in the general population, but 30 percent of juvenile court referrals, 38 percent of youth in residential placement, and 58 percent of youth admitted to state adult prison." It is this kind of future that TechStart is fighting to change for today's young children at a disadvantage (Youth).

This chart from the US Census Bureau shows the employment rates of Latinos and Hispanics in Hillsborough County. This is a local area that TechStart operates in, and exemplifies how many youths could potentially benefit from their programs. This further highlights the need for what they do.

Job Counts by Worker Ethnicity in 2014
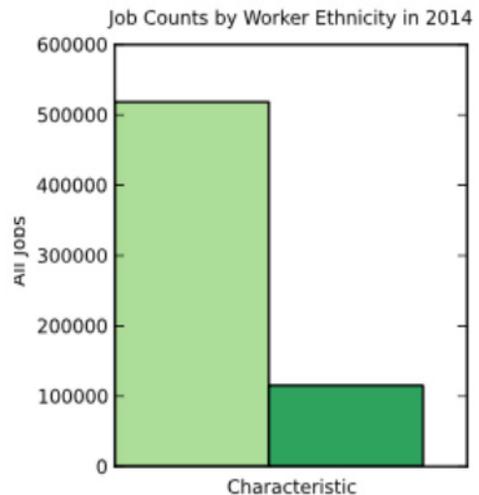
Job Counts by Worker Ethnicity		
	2014	
	Count	**Share**
Total All Jobs	633,810	100.0%
Not Hispanic or Latino	518,330	81.8%
Hispanic or Latino	115,480	18.2%
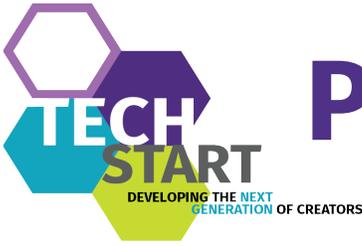
Psychographics

TechStart is active in Tampa Bay including Hillsborough, Pasco and Pinellas Counties which includes 1600 public/private schools. Hillsborough County is the 8th largest public school system in the United States. (Hillsborough County Public Schools).

According to Pinellas County Superintendent,"We have greatly increased the number of Science, Technology, Engineering and Mathematics (STEM) Academies at our schools to better prepare students for the global demands of the 21st century" (Pinellas County Schools).This explains the interest in TechStart programs and the high demand from the schools. An opportunity for the client is to become MBE certified to be listed in directory to receive more funding and create brand awareness. NMSDC is a membership organization for minority groups (About National Minority Supplier Development Council).

"In Pinellas County alone, more than half of the approximately 104,000 students enrolled in Pinellas County schools are eligible fore free or reduced-price meals, said Lynn Geist, the assistant director of the school district's Food Service Department" (Dawson). The majority of these students are at-risk and fall below the poverty line.

According to the Gallup Student Poll conducted by Pasco County Schools, multiple school's student engagement fell below 50%. Bayonet Point Middle School fell as low as 36%. This number is used to measure their involvement and enthusiasm for school. Schools are looking for programs, like TechStart to engage their students.

PRIZM indicates that this consumer group shops at discount chains such as Walmart, watch Family Guy, CMT and BET. They read Ser Padres, buy children's toys, and own tricycles/basketball hoops. They have a high index for video game usage, fishing, and aerobic exercise. Despite their low-income, they tend to be media junkies and tune into everything that airs on television and radio.

PRIZM indicates that the target audience lives in crowded apartments/mobile homes within inner cities (such as Tampa Bay). Their neighborhoods are jam packed with apartments and generally filled with Suzuki's and Kia's. The densely populated neighborhoods tend to have a high volume of children and toddlers.

Psychographics

According to studies, children that make up the target market enjoy intellectual activities, have vivid imaginations and are tactual with their hands (Major). These students are wanting to get involved in class. Some of this is because they see the energy Akira brings to the class or know from other students that TechStart is fun. Mentor and school officials see that the these students have a potential for a strong future with the right guidance. PRIZMs indicates that these households education levels mostly stop at high school, and their employment levels are service mixes. VALs describes this group as "makers." They protect what they think they own, and are distrustful of the government. They are accustomed to sharp gender roles and have lots of outdoor interests. This group may be perceived as anti-intellectuals.

Donors and sponsors have the money to donate, and in by doing so to a cause such as TechStart, a philanthropy that helps those who can't help themselves, it shows them to be more than a corporate machine. It enhances their own reputation, particularly in their community, which in turn, enhances their own consumers and ROI.

According to the US Census Bureau, as of 2012 in the Tampa Bay area alone there are 44,811 companies in operation. Bank of America, Best Buy, Disney, Starbucks, Verizon, Kohl's, Whole Foods, and Wal-Mart are just a few of the top companies located around the Tampa Bay area that make charitable donations to non-profit organizations, and help communities in areas such as environmental, social, and governmental performance (Donations).

Consumer Profiles

Leadershipsummit.com

huffingtonpost.com

childfound.org

Meet Jane:
She is a female Business Executive, who wants to give back to Tampa Bay. Her role is to serve as mentor for TechStart. She is a female because research supports that the, Tampa Bay's business community is a welcoming place for women. In a 2014 report commissioned by American Express Open, Tampa Bay ranked 7th among the 25 largest U.S. metro areas for the economic clout of women-owned businesses, a factor determined by averaging the number, revenue and employment of women-owned firms" (Tampa Bay Demographics PDF).

More research supports this profile, according to Forbes, "Having corporate programs that encourage employees to work as volunteers for organizations in their community is one way to offer an extra corporate benefit that makes employees feel pride and satisfaction, and makes them happier and more productive workers" (Moore).

Meet Jamal and Sofia:
They are Black and Hispanic students, because Sulphur Springs demographics include, 68.51% Black Students 20.86% Hispanic Students. (Sulphur Springs K-8). They represent both genders involved in TechStart, although boys are much more common. According to TechStart Tampa Bay, the program includes "one girl for every six boys in STEM field".
Both Jamal and Sofia come from low income families because TechStart focuses on at-risk youth.

Research shows that the percentage of single-mother households (among all households) in Sulphur Springs is 32.6%, which is twice as high as Downtown Tampa at 16.1%. (Census.gov).

SWOT Analysis

Strengths

-Akira is hardworking and passionate about TechStart
- Students and schools alike really believe in TechStart's mission and vision and they want to be a part of it
-Strong logo
-Basic business structure is setup

Weaknesses

 -Lack of website content
-Akria is the only employee and she can can not do it all
- Lack of awareness about TechStart in Tampa Bay
-Lack of mentors in TechStart program

Opportunities

-16 schools on the waitlist to have TechStart
-Sarasota wants to have TechStart (expansion)
-Get Sponsors that can increase budget for more employees or interns
-Create internship program to recruit mentors

Threats

-TechPlayZone offers STEM workshops for Tampa Bay youth and offers summer camps
-USF offers STEM camps for kids and teens, must pay for camps
-Sponsor based,fast growing organization
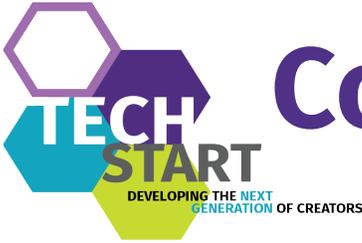
Competitive Analysis

TechPlayZone

Strengths:

• Summer STEM Camps include robotics, Minecraft, science experiments, app inventing, scratch game design, and 3D printing.
• They also offer LEGO mindstorms robotic workshops.
• They offer class in the Brandon, Valrico, Fishhawk, and Tampa Bay area.

Weaknesses:
• Website contains too much white space and doesn't have the "fun" look and feel that the target audience is most likely looking for.
• Website contains a "Store" page", but the page is blank.
• High cost at $125 per week of summer camps.

iD Tech (located at USF)

Strengths:
• Offer over 60 courses using technologies from Adobe, Apple, Autodesk, Google, Microsoft, and other industry leaders.
• Maximum 8 students per staff member.
• Programs are held at over 150 campuses across the U.S.
• Offer age based classes
• Offer day and overnight classes
• User friendly website
• More than enough information is included to help parents and children decide if this is the tech camp they want to do.
• Website lists their vision and goals to be achieved by 2018

Weaknesses:
• No price is listed on website, which could mean the price is quite high and they don't want price to deter people from registering.
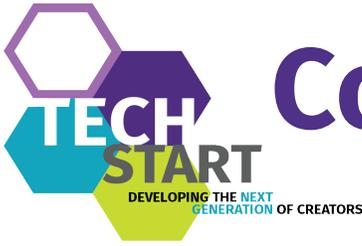
Competitive Analysis

Adventures in Engineering

Strengths:
• Offers more services (skills) to the kid
• Has an established staff in Tampa Bay

Weaknesses:

• No volunteering aspect.
• Some people would rather give time than money
• No brand awareness (not well known)

Position and competitive advantage:
TechStart has a strong position. There are not many competitors that work in the tech field targeted for the same demographic. There are many companies and organizations that work with at-risk youth throughout the Tampa Bay area, such as Community Tampa Bay, E.C.C.O Program at Lowry Park Zoo, and Frameworks of Tampa Bay. TechStart is set apart by specifically working with children to teach them an applicable trade, benefitting their future. They truly care about the children and put them and their education first. The TechStart staff always brings fun things for the kids to play with, such as sparklers, poppers, food, and other items. The children leave happy and better off. TechStart would like to eventually expand and allow children to work with other aspects of the company such as the marketing team. The goal of this would be to show them all the opportunities or what they can achieve in life. This is what sets them apart from the competition.

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