

SPARK

INNOVATION LAB

SECONDARY RESEARCH & ASSUMPTIONS

BRAND DIAGNOSTICS WORKSHOP:

RECAP & RECOMMENDATIONS

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Contents

PART A

*SECONDARY RESEARCH &
ASSUMPTIONS*

PART B

BRAND DIAGNOSTICS WORKSHOP

Recap 1

Synthesis 2

Recommendations 3

Appendix 4

SPARK

ignite SWEET AUBURN innovation

PART A

2016

SWEET AUBURN WORKS

SPARK
INNOVATION LAB

2021

WHAT IS **SPARK?**

SPARK Innovation Lab will provide small business owners who are located in the district, as well as those who intend to establish a business there, with **targeted technical assistance, funding, and community support.**



EXTERNAL

COLLABORATORS



BANK OF AMERICA

WHO CAN BE

A SPARK CLIENT?

1



A business that is **currently operating** a **Sweet Auburn storefront**

2



A business that is **interested in operating** a **Sweet Auburn storefront**

3



A business that is **interested** in being a market **vendor** at the **SPARK Innovation Lab**

HOW CAN YOU BE A CUSTOMER?

ELIGIBILITY CRITERIA

African-
American
owned
(> 50%)

Atlanta-
based

Goods &
Services

State of
Georgia
Business
License

Having fewer
locations
elsewhere

CURRENT LANDSCAPE

SIMILAR VENTURES

1



Minority Venture Partners (MVP)
Accelerator

MVP aims to grow and expand minority and female-led tech companies in tri-state area.

2



The Refinery

A key component of The Refinery is providing guidance on access to funding and all sources of funding.

3

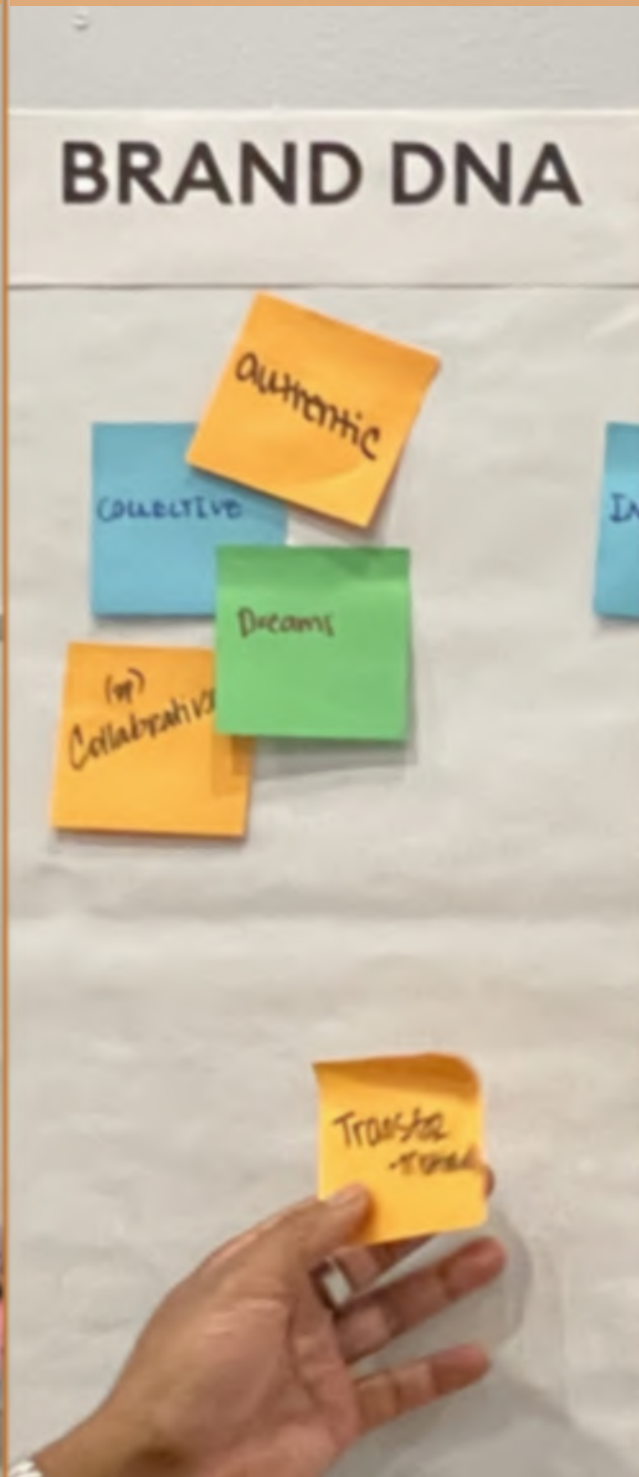
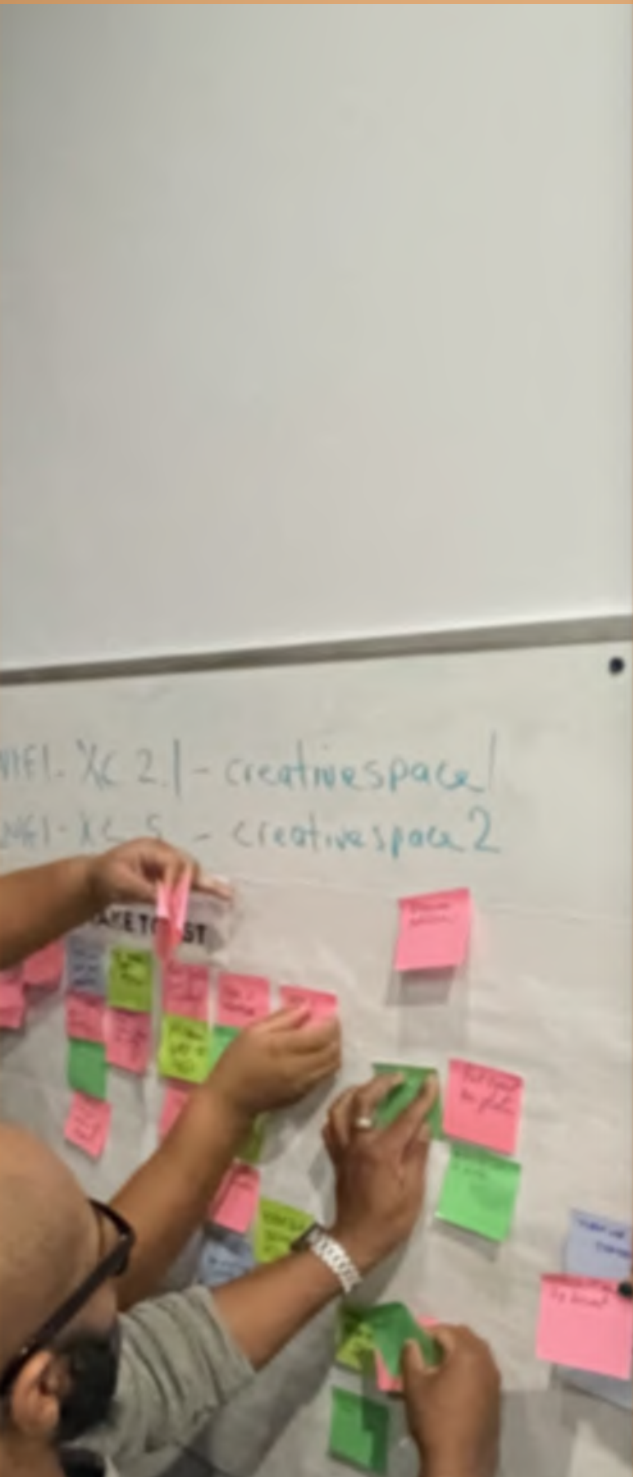


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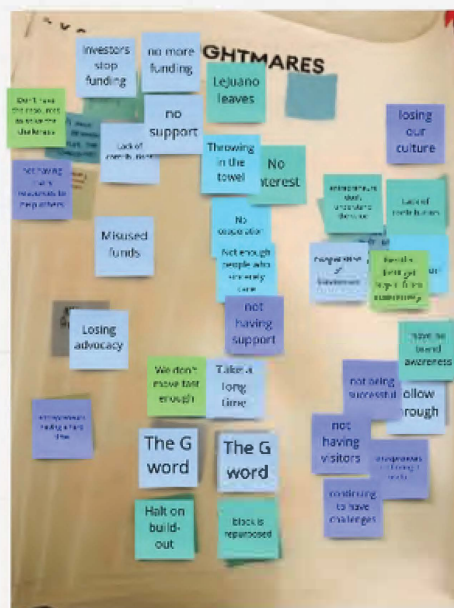
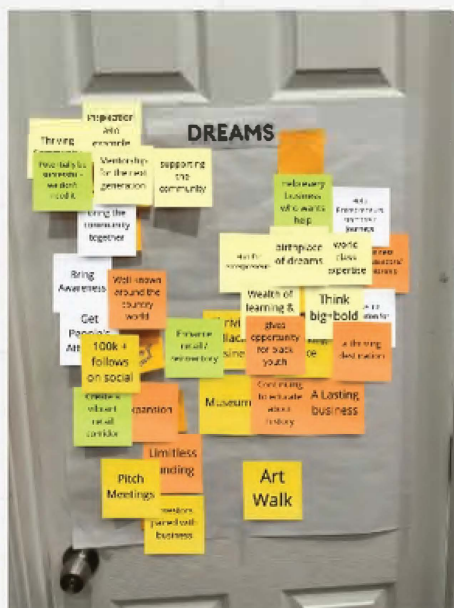
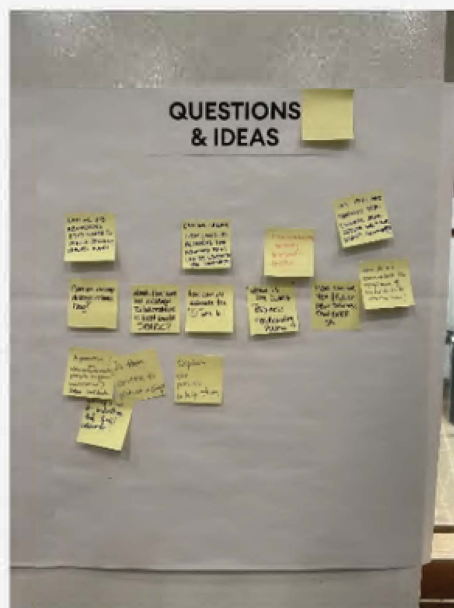
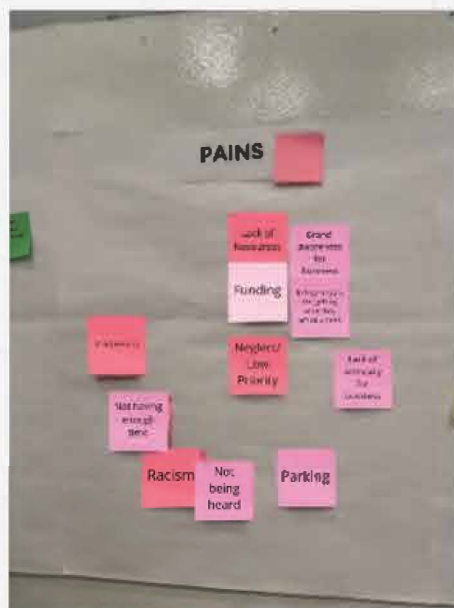
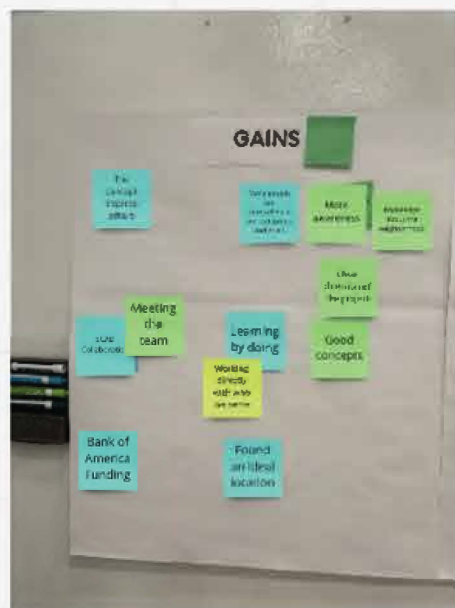
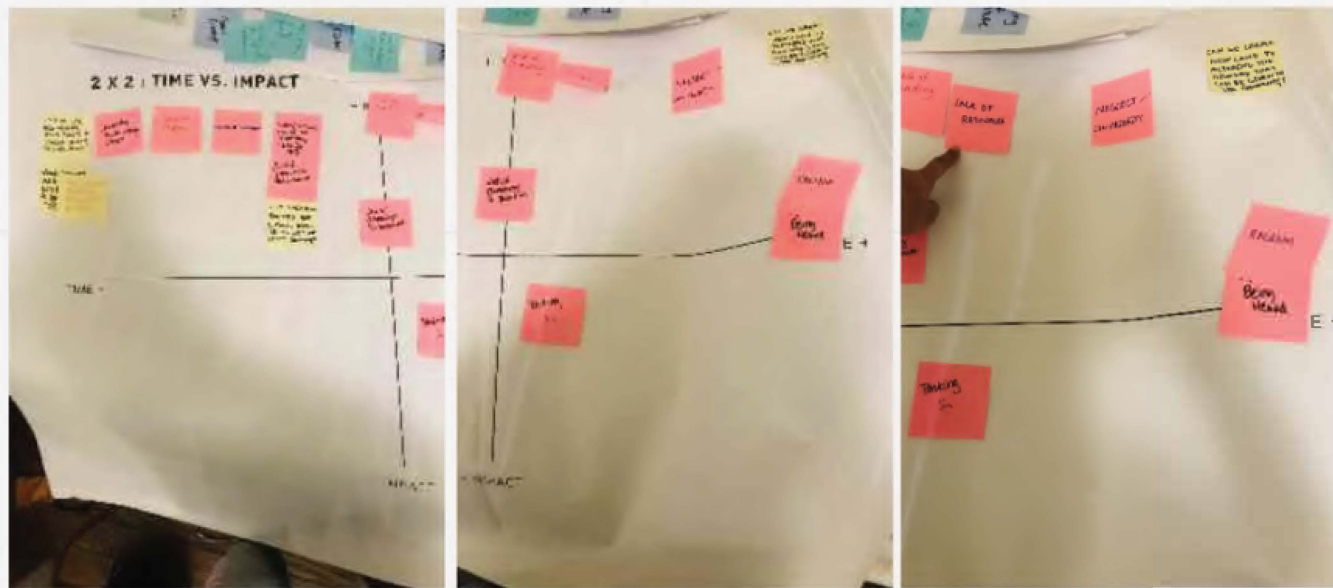
A Pre-Accelerator offers workshops led by notable tech founders and investors, providing pitch coaching, investment readiness, and social networking

BRAND DIAGNOSTICS WORKSHOP

PART B



RECAP



Frame 19

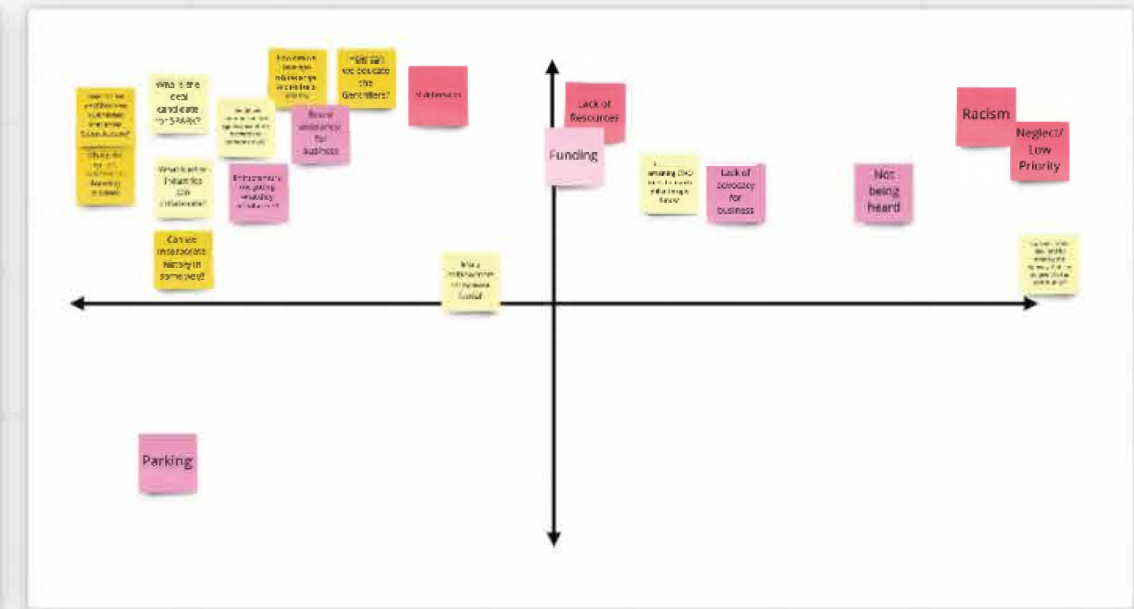
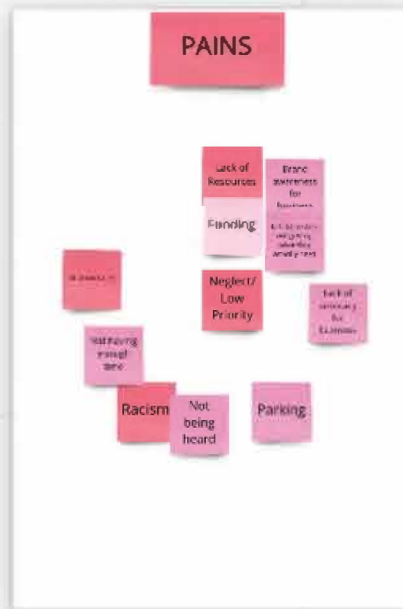
Frame 18

Frame 14

Frame 16

Frame 15

Frame 17



DREAMS

The client wishes that Spark can...



support the community by helping entrepreneurs on their journey and creating a vibrant retail corridor



acquire a huge resource pool of talent and funding



become a birthplace of dreams

NIGHTMARES

The clients are afraid that Spark may...



not be able to **move fast enough**



lose its **resources** and funding to solve challenges



lose its cultural value due to **uninterested entrepreneurs**



continue to face challenges due to **lack of visitors**

BRAND DNA

SPARK IS A ...

Resilient

Authentic

Innovative

brand that is focused on being

Transformational

GAINS

The client felt that Spark, right now, has...



an **expansive knowledge** of the neighborhood



the opportunity to **work** directly with those who serve

funding and collaborative opportunities that facilitate inspirational concepts



SWEET AUBURN **WORKS**

X

SCAD

X

BANK OF AMERICA



PAINS

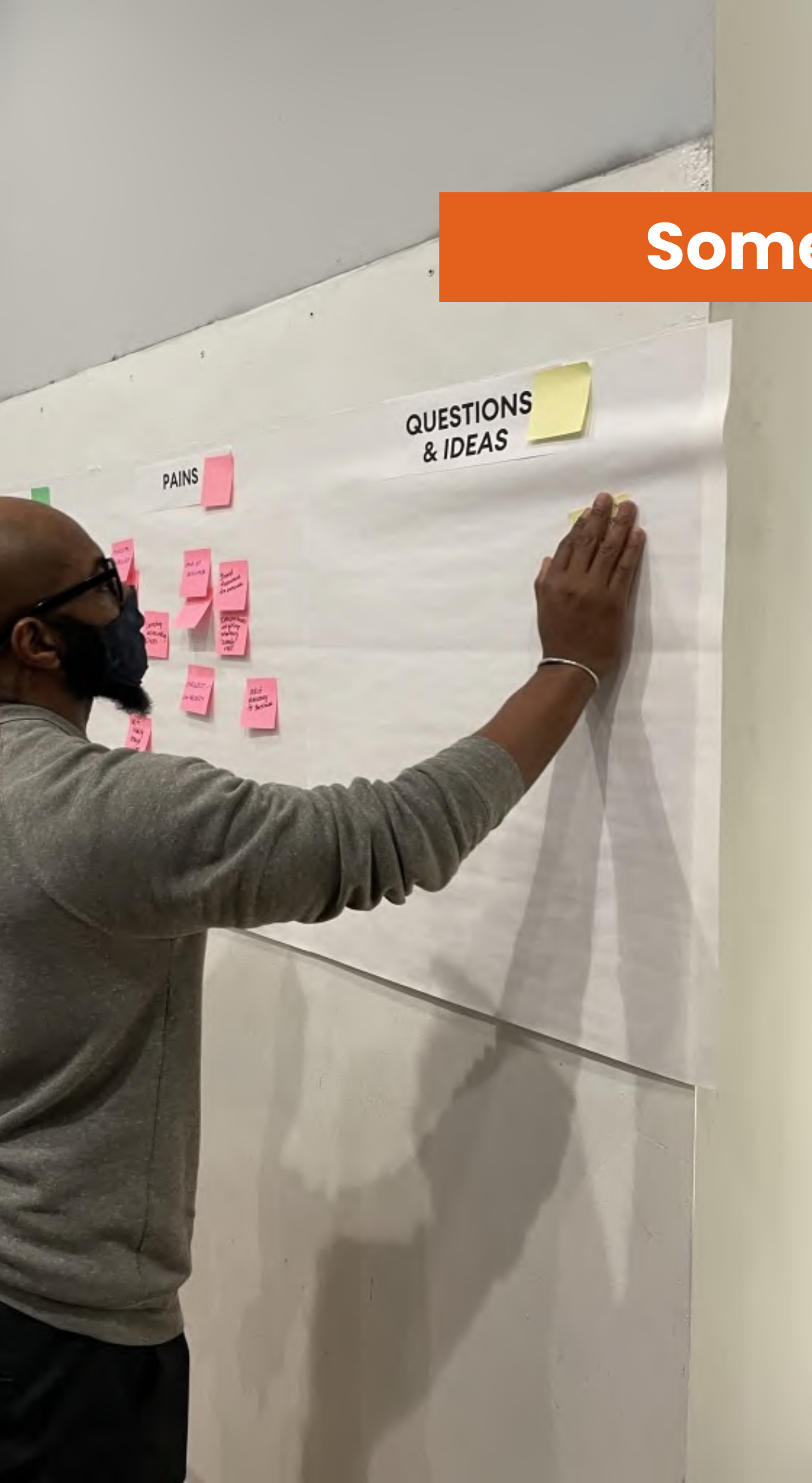
The client felt that, presently, Spark...

- 1 lacks resources and is considered low priority
- 2 is unable to generate sufficient brand awareness
- 3 is faced with issues that stem from systemic racism, that is amplified due to misinformation

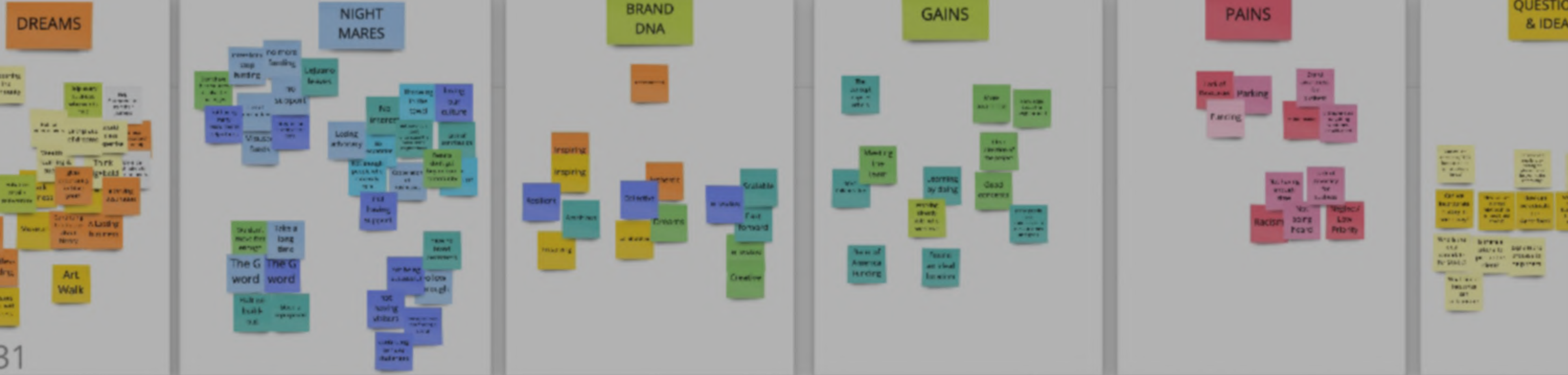


QUESTIONS & IDEAS

Some questions and ideas wondered...



- 1 how can Spark be built by **better leveraged relationships**?
- 2 how can the current funding **match philanthropic funds**?
- 3 how might **history** be utilized in **communicating** the message to all?



SYNTHESIS

02

CONNECTING THE DOTS

KEY INSIGHTS...

Continuous and increased **funding and resources** are imperative for Spark's success

Spark needs to bring **awareness** to its business and offerings

Currently, Spark has difficulty in **reaching businesses** for potential customers

It is importance for there to exist a **balance** between **future innovations** and the implications of **gentrification**

STRATEGIC ACTION PLAN

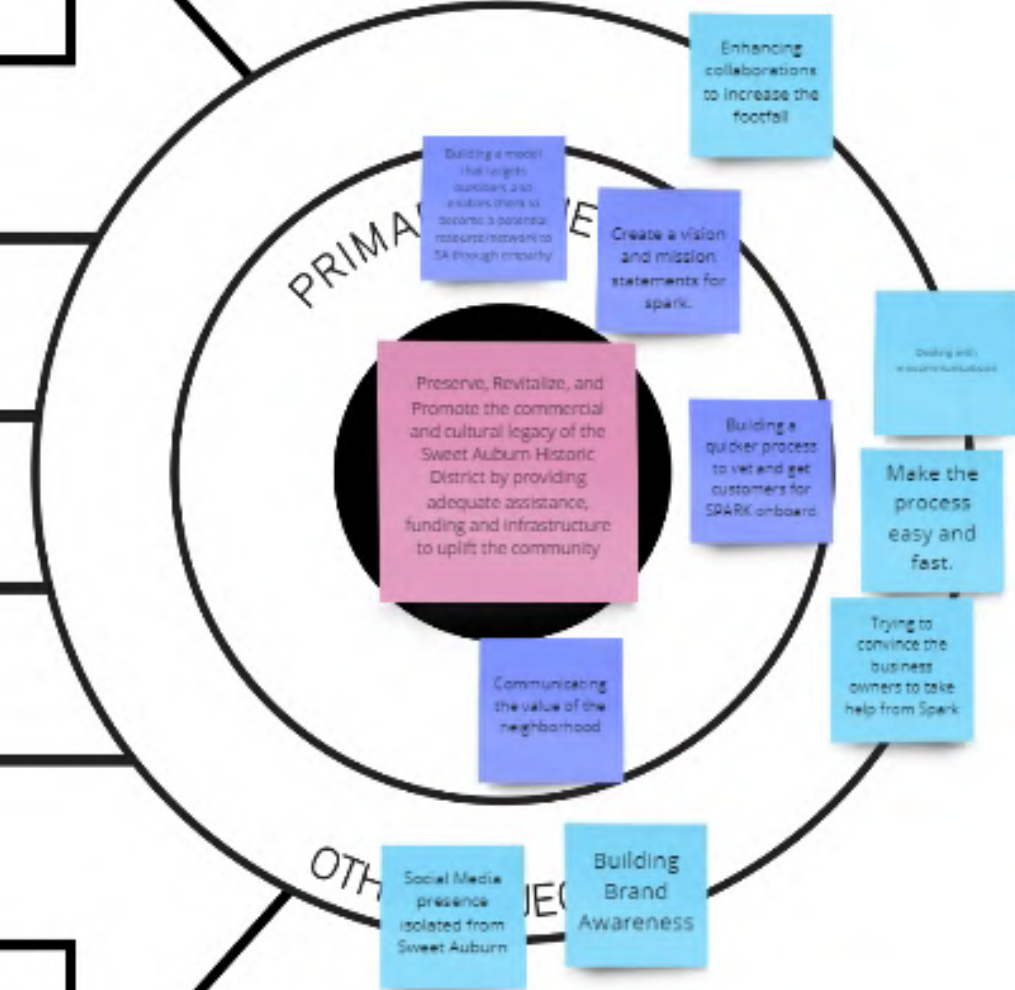
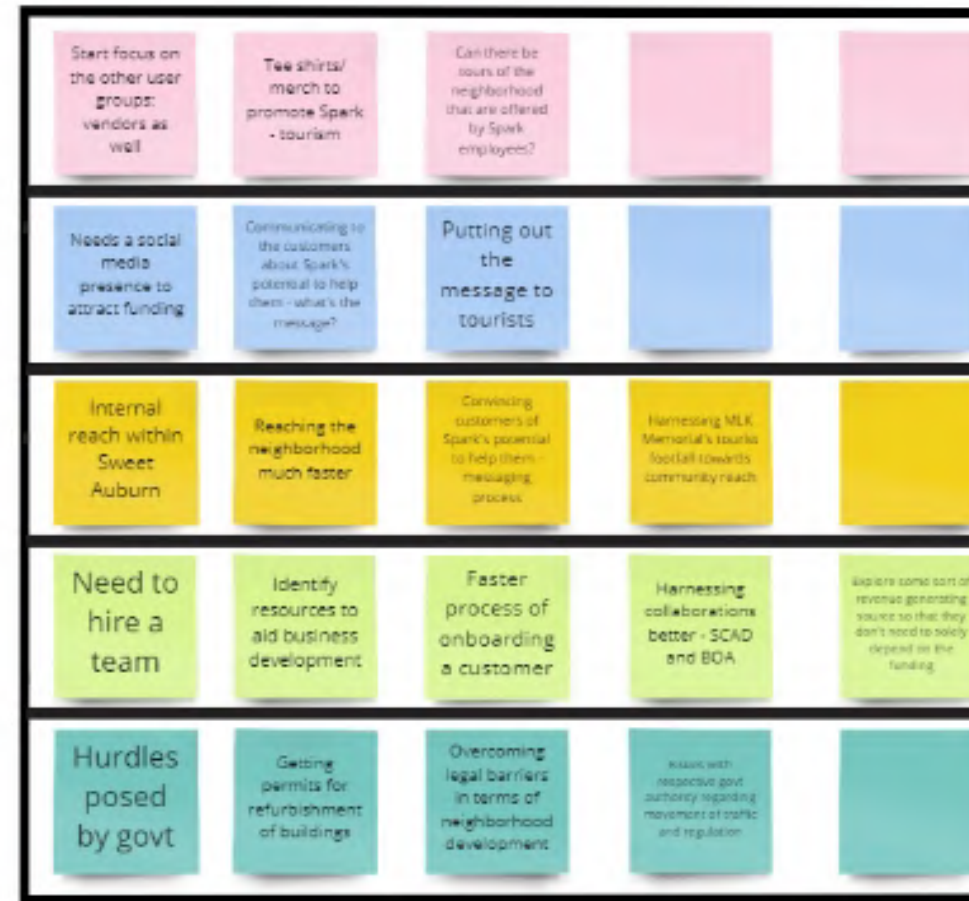
DESIGN/ MERCHANDISING

MARKETING/ COMMUNICATIONS

SALES/ DISTRIBUTION

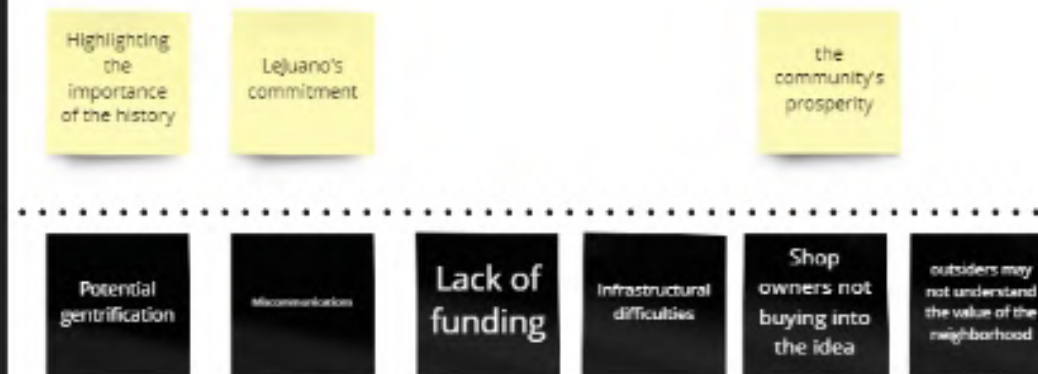
ADMIN/ OPERATIONS

LEGAL



SUCCESS FACTORS

CHALLENGES



IDENTIFYING THE **TARGET...**

To **Preserve, Revitalize,** and **Promote** the commercial and cultural legacy of the **Sweet Auburn Historic District** by providing adequate **assistance, funding** and **infrastructure** to uplift the community



PRIMARY OBJECTIVES



Building an empathy driven model that targets outsiders and enables them to become a potential resource/network to Sweet Auburn

"We fear entrepreneurs don't understand the value of the neighborhood."



Creating Vision and Mission statements for Spark

"I need to write my vision and mission statements."



Building a quicker process to vet and bring customers for Spark onboard

"The existing process is me meeting everyone in person and convincing them to utilize Spark's assistance."

PRIMARY OBJECTIVES



Communicating the value of the neighborhood to everyone

"We need to communicate the history of the neighborhood"

5




Building brand awareness

"Since Spark is new, not many people know about it"

SECONDARY OBJECTIVES



**Dealing with
miscommunication**



Building an empathy driven model that targets outsiders and enables them to become a potential resource/network to Sweet Auburn

"We fear entrepreneurs don't understand the value of the neighborhood."

Creating Vision and Mission statements for Spark

"I need to write my vision and mission statements."

**Convincing local
business owners to
accept help from
Spark**

**Making the entire
process easy and
fast**

Building a quicker process to vet and bring customers for Spark onboard

"The existing process is me meeting everyone in person and convincing them to utilize Spark's assistance."

SECONDARY OBJECTIVES



Communicating the value of the neighborhood to everyone

"We need to communicate the history of the neighborhood"



Building brand awareness

"Since Spark is new, not many people know about it"

**Enhancing
collaborations to
increase footfall**

**Developing a social
media presence that
is isolated from Sweet
Auburn**



RECOMMENDATIONS

03



MAPPING THE IDEAL CLIENT



Clarifying **customer segments**



Assessment model that helps identify the best offerings for a specific client



Building the **ideal customer journey**

WITHIN THE COMMUNITY

REFINING SPARK'S IDENTITY

1

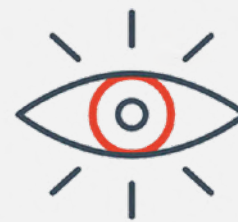


Communicating Spark's
offerings

2



MISSION



VISION



VALUES

Developing **mission** and
vision statements

3

SPARK

ignite SWEET AUBURN innovation



SWEET AUBURN **WORKS**

Demarcating the offerings
of **Spark's** from Sweet
Auburn Innovations'

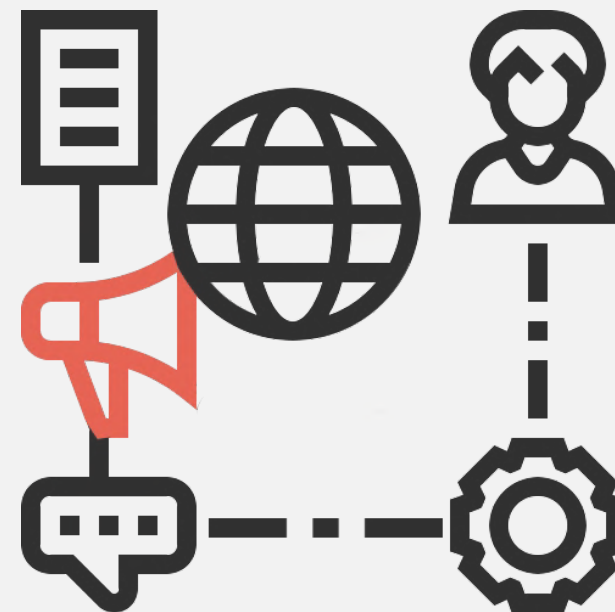
BUILDING **BRAND AWARENESS**

1



Creating a **social media presence** focused on attracting funding and incubation resources

2



Identifying **channels of communication** for promoting the brand

3



Harnessing existing **tourist footfall**, and diversifying it to the entire neighborhood

BUILDING BRAND AWARENESS

4



Exploring **ambassadorship opportunities** to attract visitors to the locale and the storefronts

5



Developing a **spokesperson program** to facilitate a snowball effect of entrepreneurs signing up for the program

ADJUSTMENTS

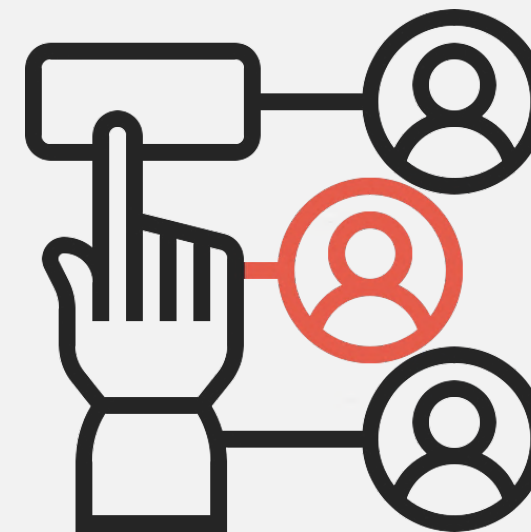
OPERATIONAL AND ADMINISTRATIVE

1



Building a **larger team** at Spark to cater to different customer segments

2



Making the **vetting process** for customer applications **smoother**

BUILDING RESOURCES



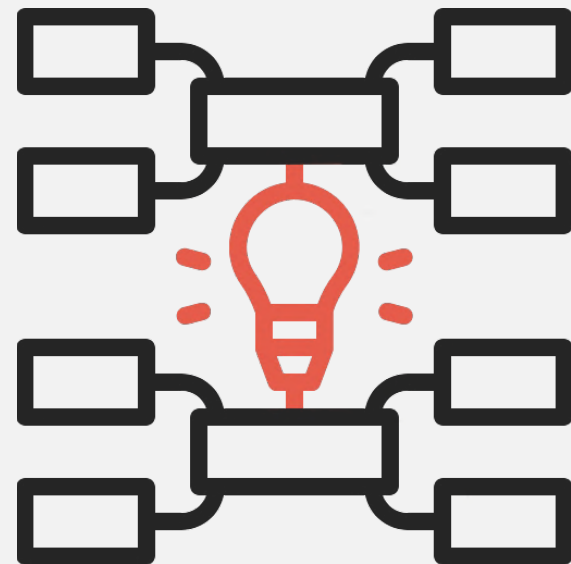
Building a **repository** of **skill-based resources** to provide to customers based on project requirement



Harnessing **existing collaborations** to create a talent pool that may be sought out at different points

BUILDING RESOURCES

3



Creating a **warm-up toolkit** to utilize as determiner for the required skillsets for each project

4



Developing a **database of global case studies** to identify implementable strategies for neighborhood revitalization



EXAMPLE CASE STUDY



Jinjiang River, Chonghua
District, Chengdu





EXAMPLE CASE STUDY

 Jinjiang River, Chenghua District, Chengdu

Bringing youth cultural spokespersons to increase brand relevance



Enhancing the use of public space

Retaining the original appearances of the buildings cultures



APPENDIX

04

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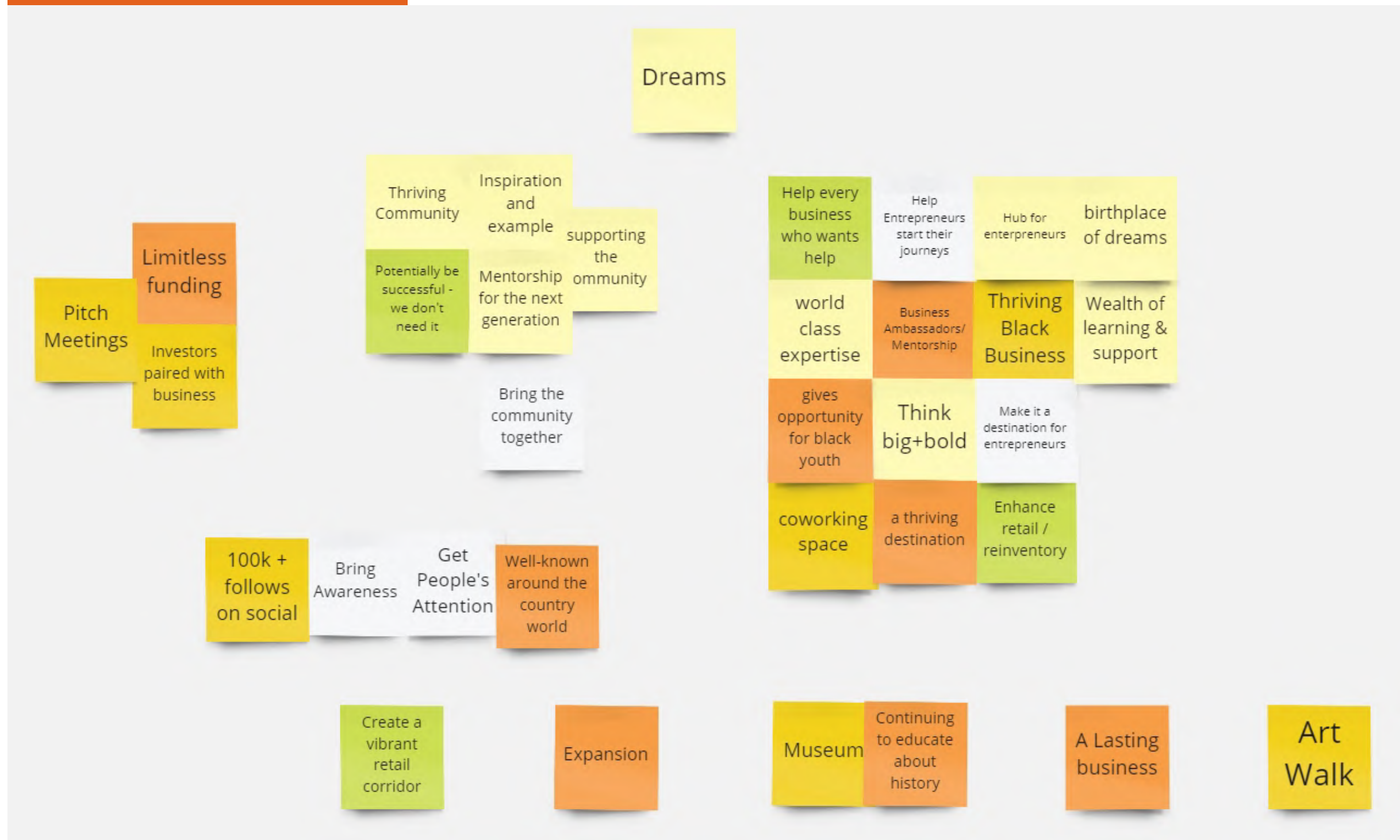
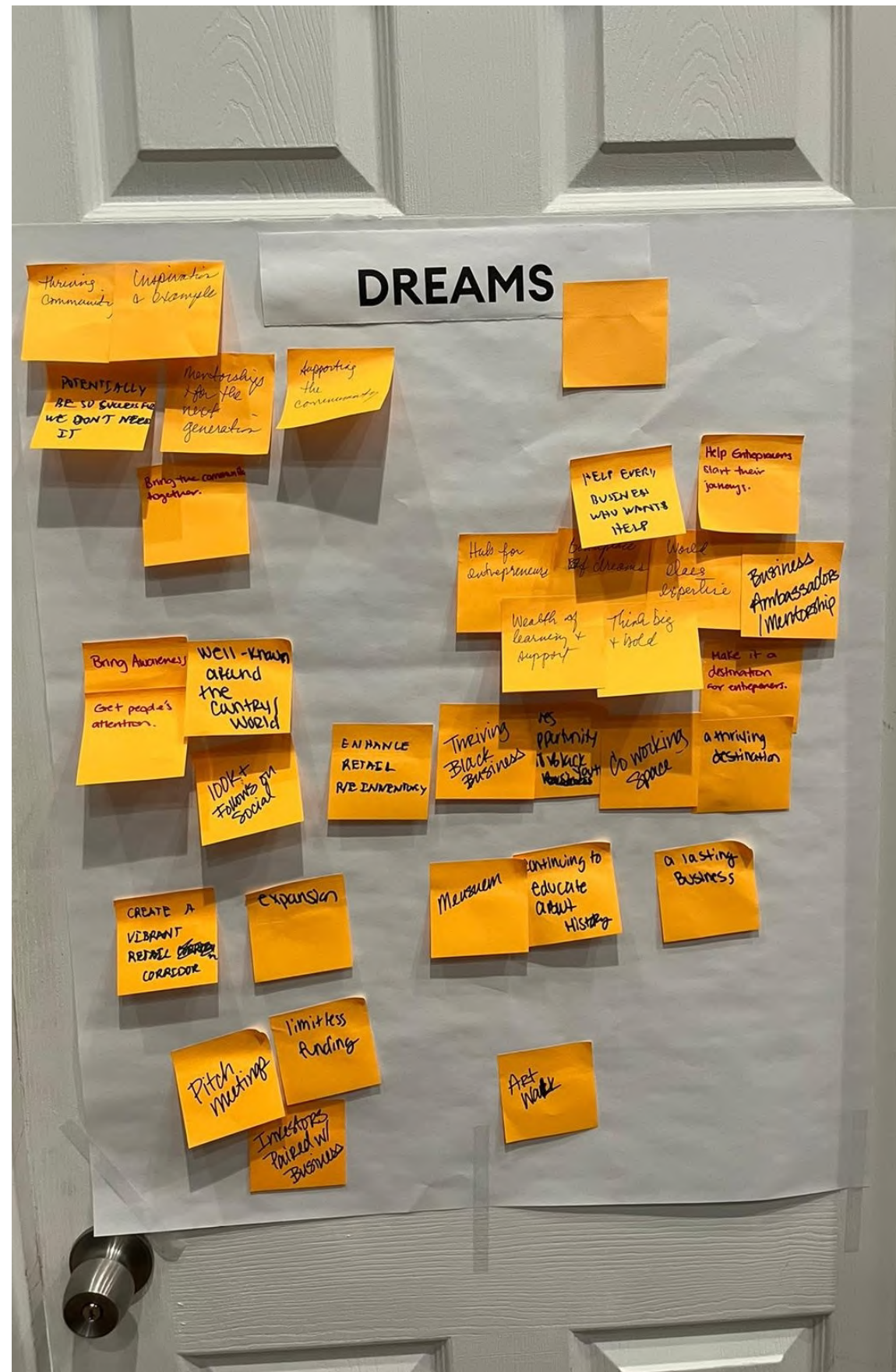
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DREAMS

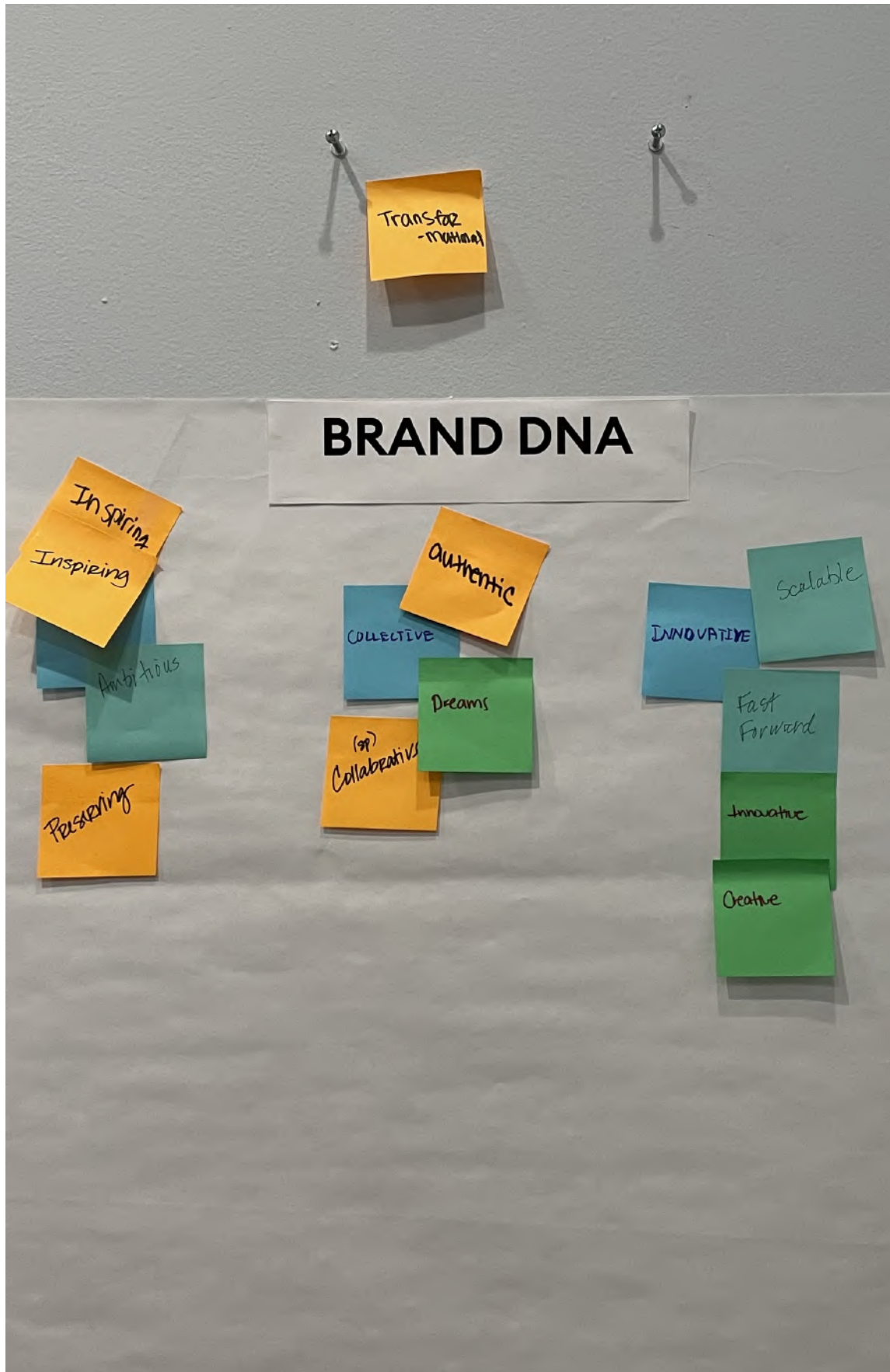


NIGHTMARES

- Investors stop funding
- No more funding support
- he/has leaves!
- DON'T HAVE THE RESOURCES TO SOLVE THE CHALLENGES
- Lack of Contribution
- Not receiving many resources to help others.
- Misused Funds
- losing Advocacy
- Entrepreneurs aren't taking it hard to account moving ahead time
- WE DON'T MOVE FAST ENOUGH
- Take a long time
- The "G" WORD
- The "G" WORD
- Halt on Dilemma - Out
- Block is re-purposed
- losing our culture
- No Interest
- Entrepreneurs don't understand the value
- Lack of community support
- COOPERATION OF BUT DON'T GET BUY IN FROM Community
- Not having support
- low/no brand awareness
- Not being successful
- Follow Through
- Not having visitors
- Entrepreneurs not finding it useful.
- Continuing to have challenges.

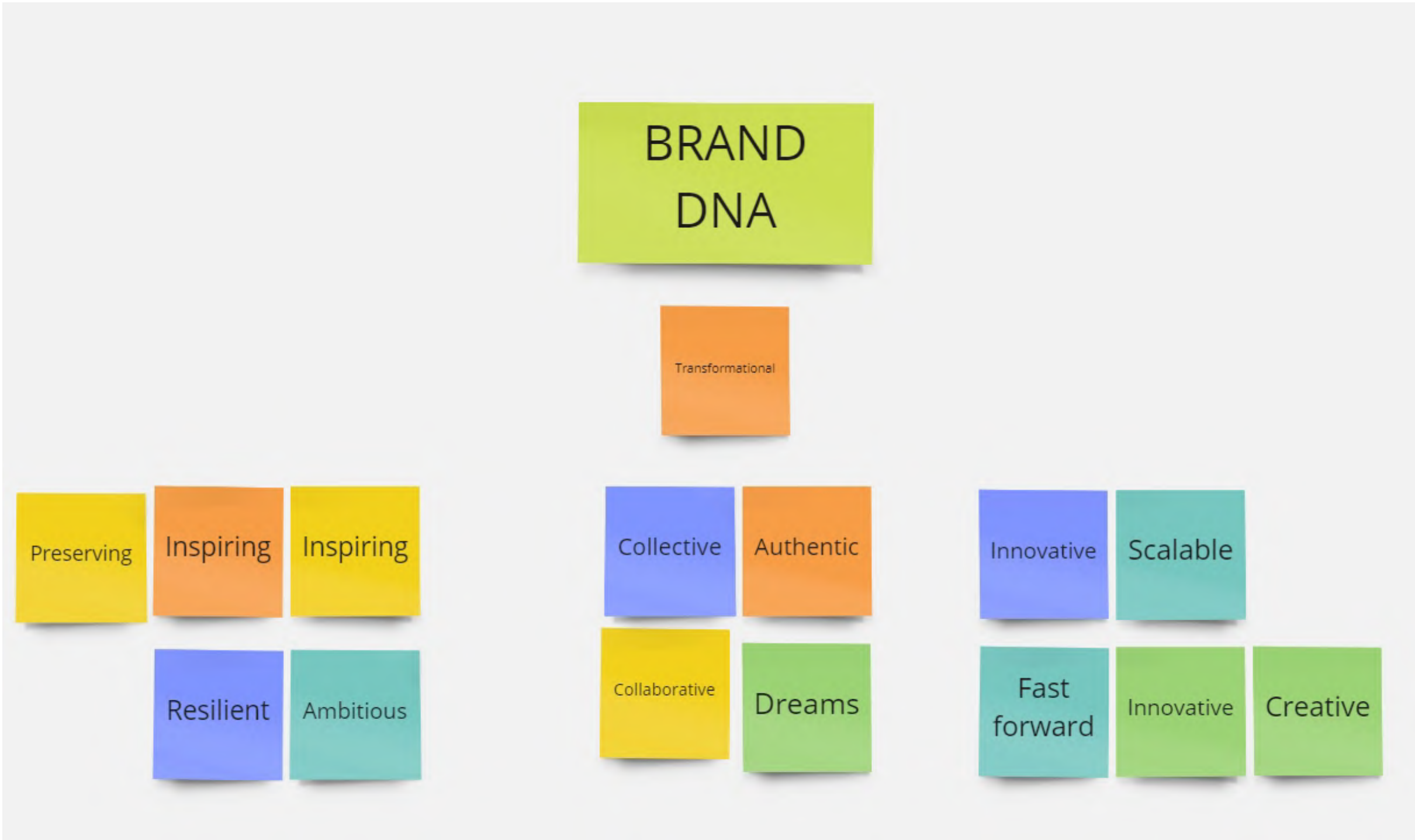
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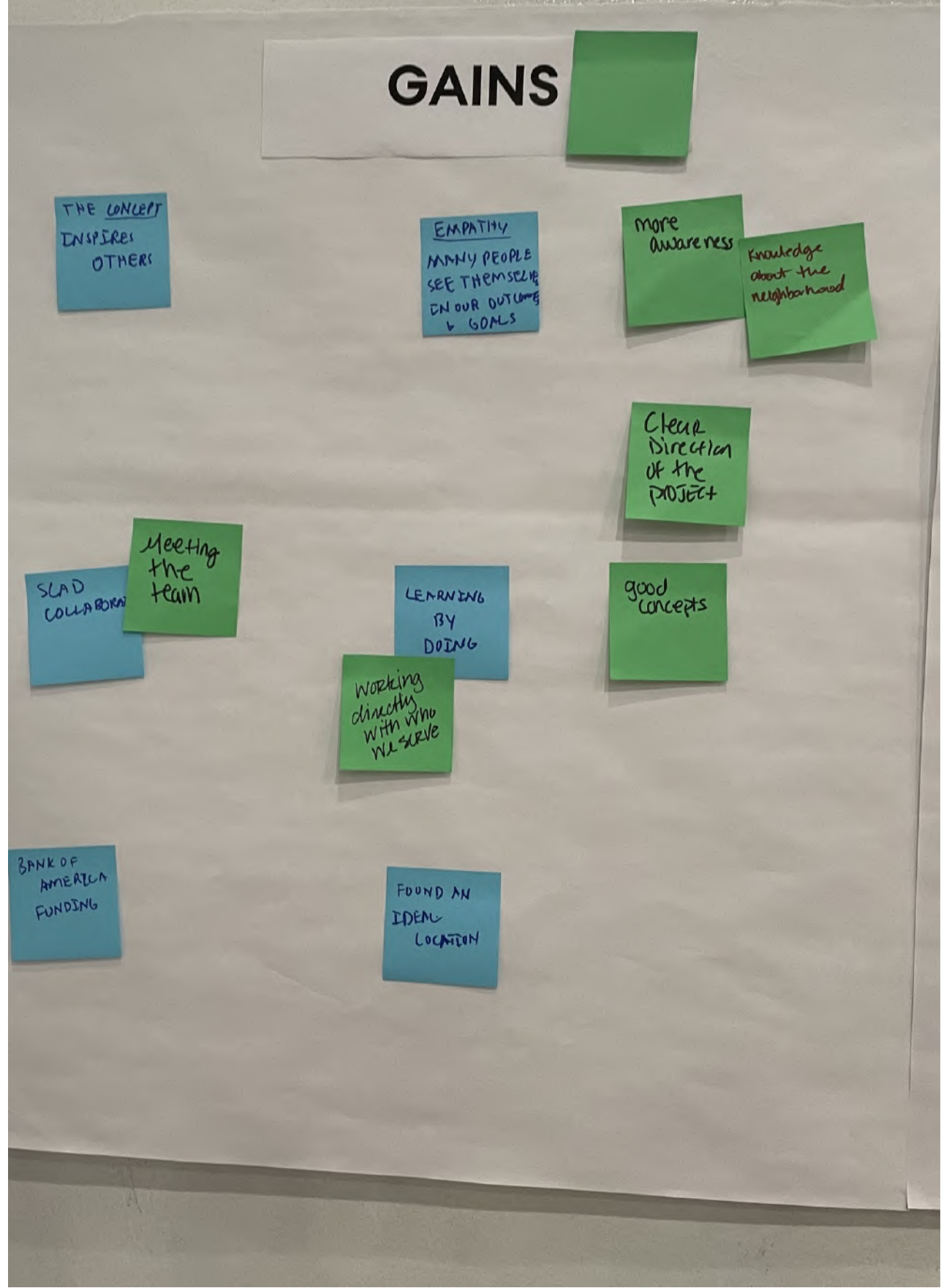
- investors stop funding
 - Don't have the resources to solve the challenges
 - no more funding
- not having many resources to help others
- LeJuano leaves
- Losing advocacy
 - entrepreneurs don't understand the value of the neighborhood
 - Cooperation of businesses
- losing our culture
- Throwing in the towel
 - No interest
 - No utilization
- Misused funds
- entrepreneurs having a hard time
- Not enough people who sincerely care
 - not having support
 - No cooperation
- We don't move fast enough
 - Take a long time
 - The G word
- Halt on build-out
 - block is repurposed
 - The G word
- not being successful
 - have no brand awareness
 - Follow through
- not having visitors
 - entrepreneurs not finding it useful
 - continuing to have challenges



BRAND DIAGNOSTICS WORKSHOP

BRAND DNA





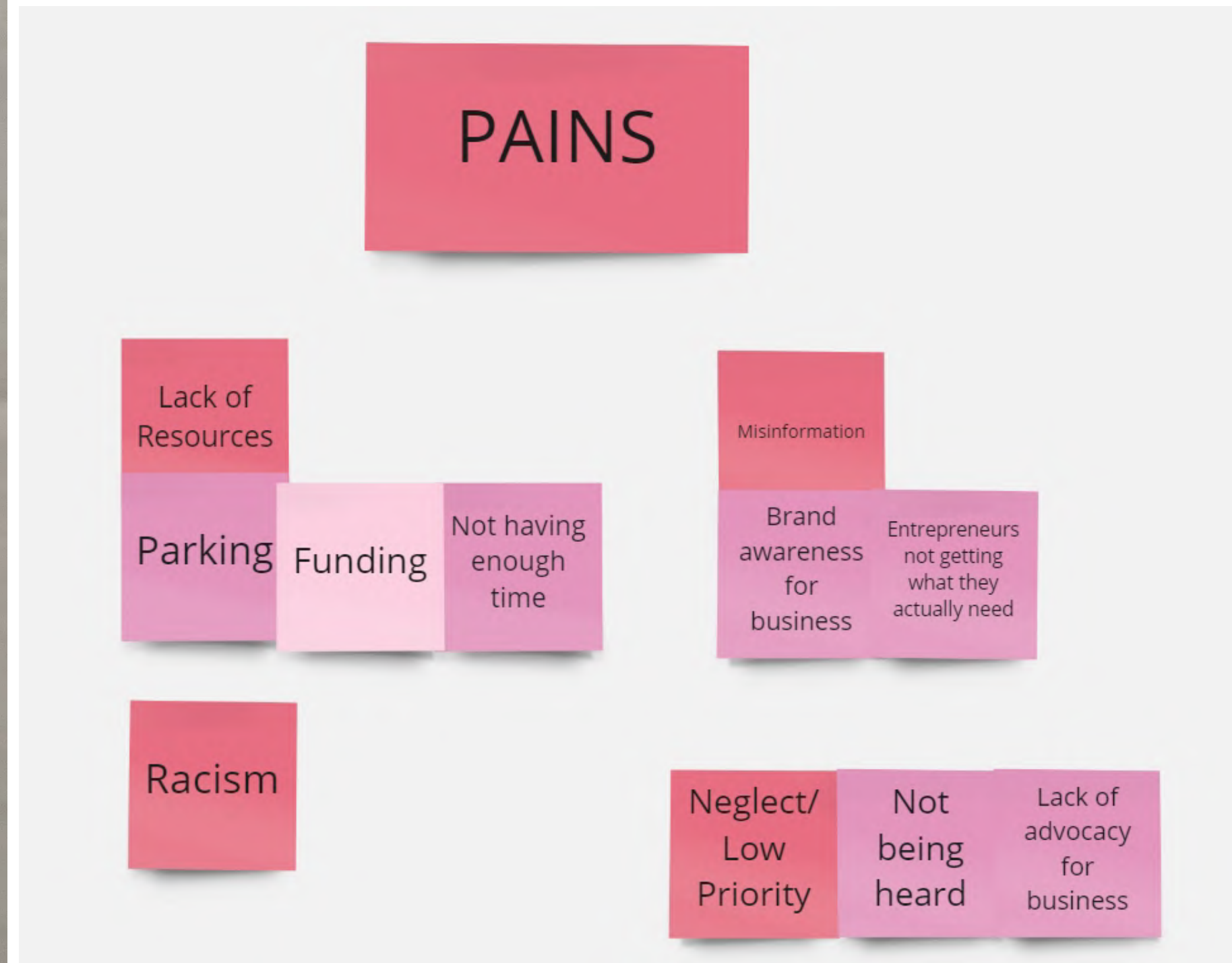
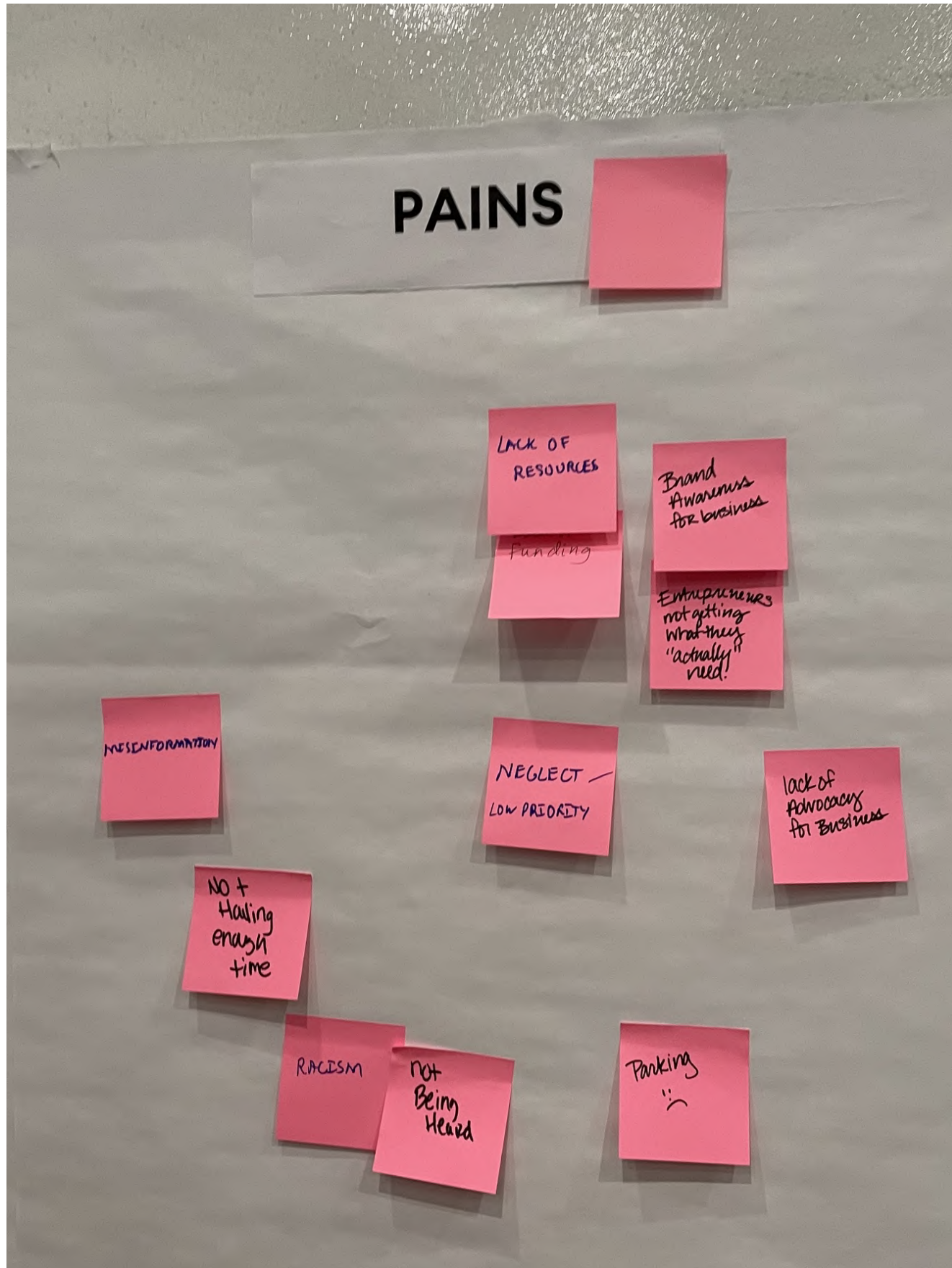
BRAND DIAGNOSTICS WORKSHOP

GAINS



BRAND DIAGNOSTICS WORKSHOP

PAINS



QUESTIONS
& IDEAS

CAN WE USE
REMAINING
ETAD FUNDS TO
MATCH PHILAN-
THROPIC FUNDS?

CAN WE CREATE
NEW LAND BY
ALTERING THE
HIGHWAY THAT
CAN BE GIVEN TO
THE COMMUNITY?

More collaborative
marketing
to increase
footfall

CAN SPARK HAVE
DONATED PROF-
ESIONAL MAR-
KETING SUC- FOR
BUSINESS COMMUNITY?

Can we incorp
History in some
way?

What-How can
we leverage
relationships
to best build
SPARK?

How can we
educate the
"G"ers lol

What is
the current
"Business
Onboarding
Process"

How can we
vet/filter
new business
that enter
SA

How do we
communicate the
significance of
the narrative to
someone new?

A question:
How are you
people in your
initiatives?
Ideal Candidates.

Is there
criteria to
pick up a client?

Explain
the
process
to help them

Which kind
of industries
that should
collaborate?

BRAND DIAGNOSTICS WORKSHOP
QUESTIONS & IDEAS

QUESTIONS
& IDEAS

How can we
leverage
relationships
to best build
SPARK?

Can we
incorporate
history in
some way?

Can we create
new land by
altering the
highway that can
be given to the
community?

Can Spark have
donated
professional
marketing success
for business
community?

Can we use
remaining ETAD
funds to match
philanthropic
funds?

How can
we educate
the
Gentrifiers?

Who is the
ideal
candidate
for SPARK?

Is there a
criteria to
pick up the
client?

Explain the
process to
help them

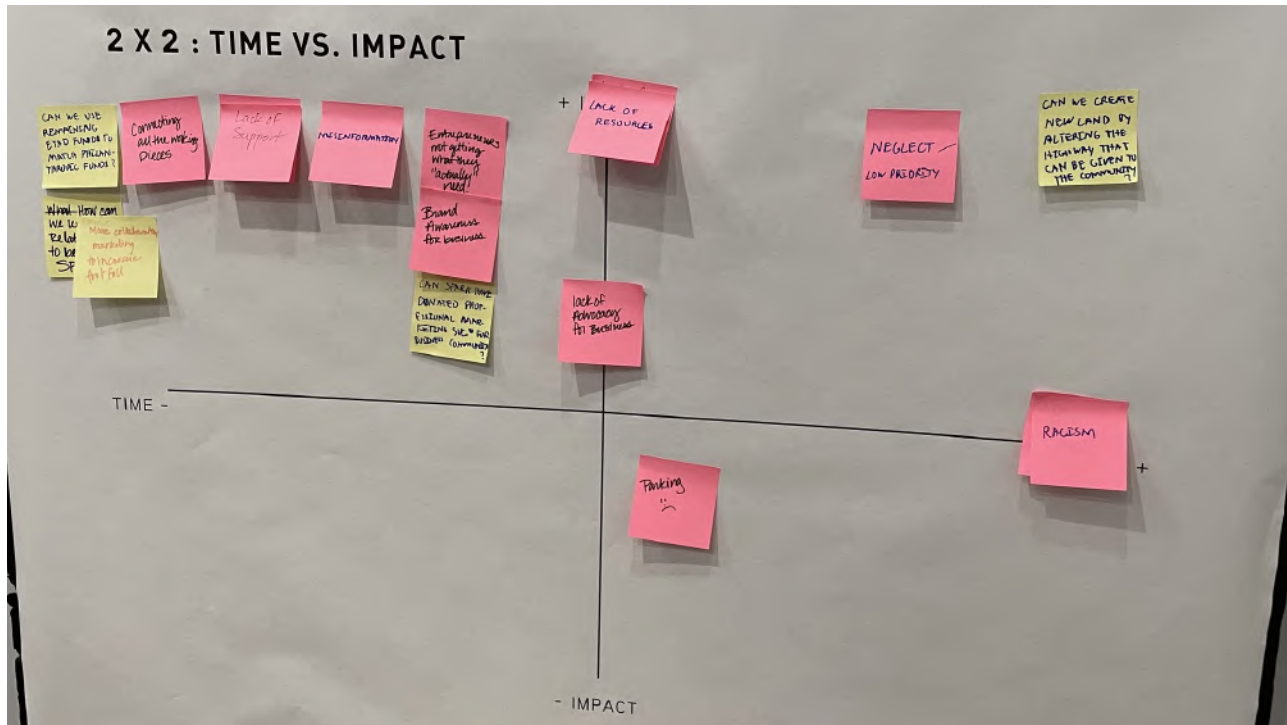
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More
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What is the
current
business on-
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How can we
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BRAND DIAGNOSTICS WORKSHOP

2X2 TIME VS IMPACT



OUR TAKE ON

2X2 TIME VS IMPACT

