

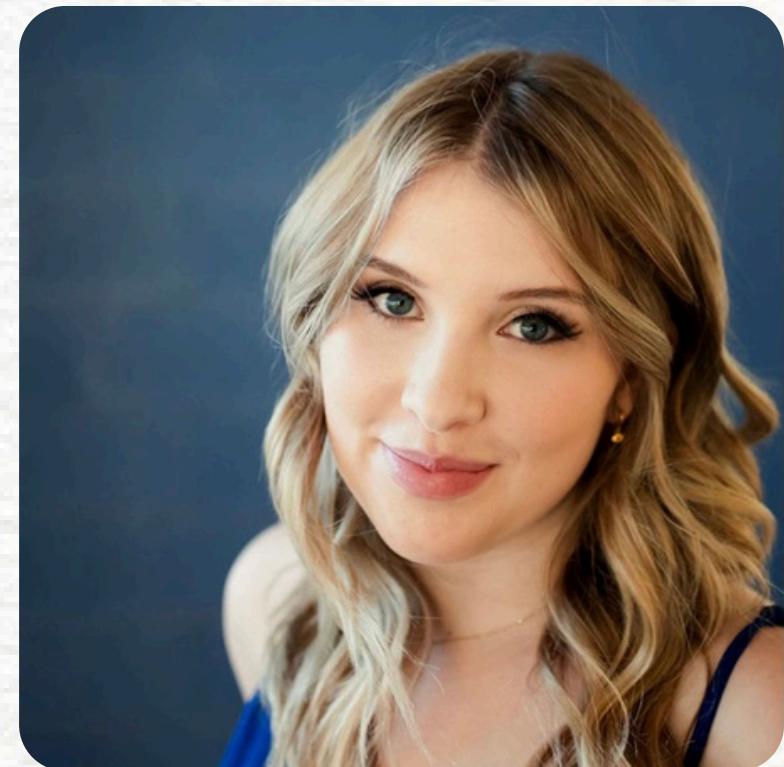


# CREATING CONNECTIONS

## Flowers for Dreams

By:Grace Chittick, Jack Wilkie, Nathan Halim,  
Zuka Mikhelashvili

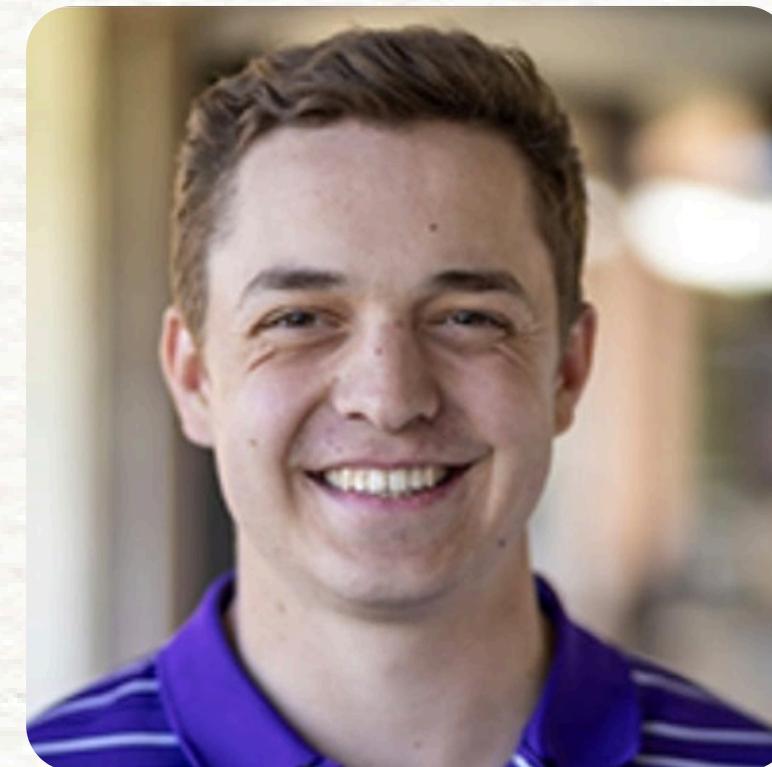
# Meet the Team



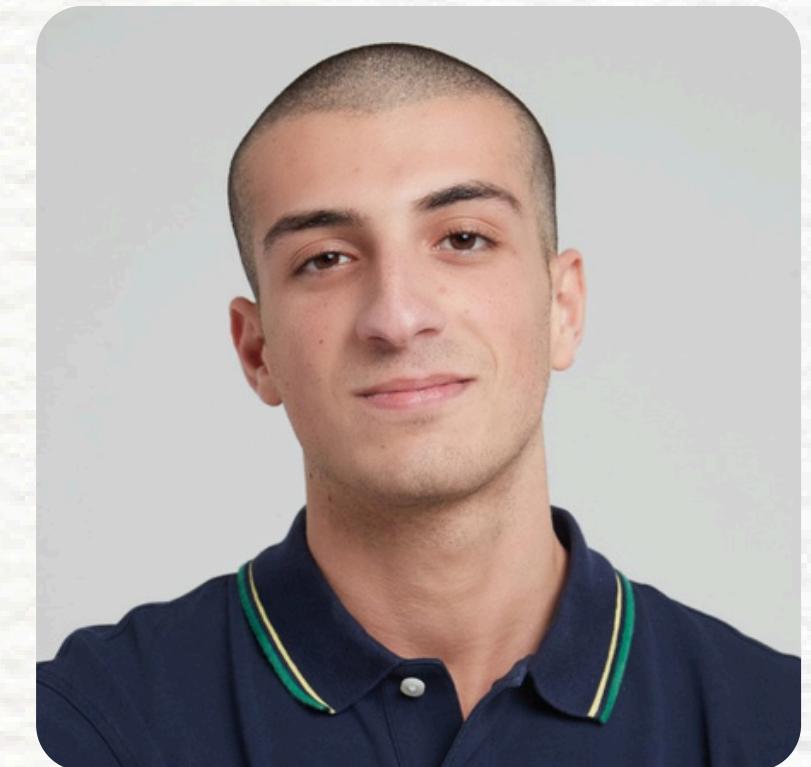
Grace  
Chittick



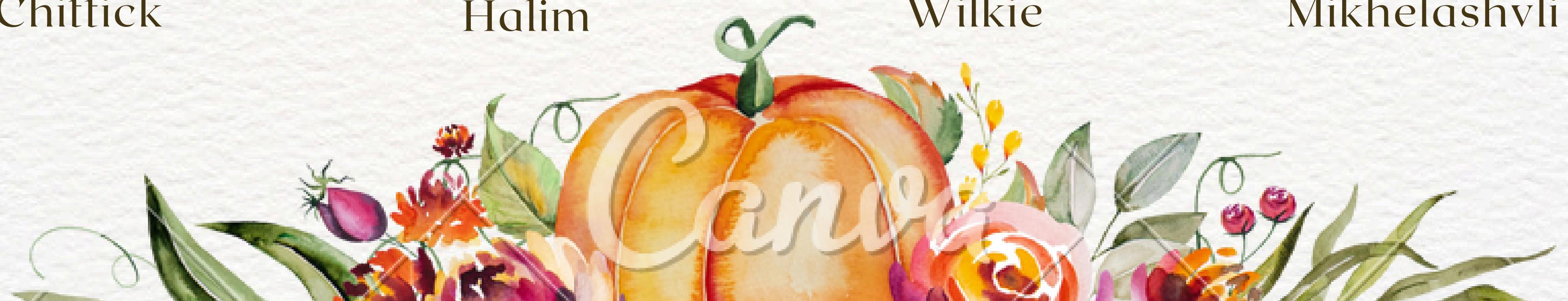
Nathan  
Halim



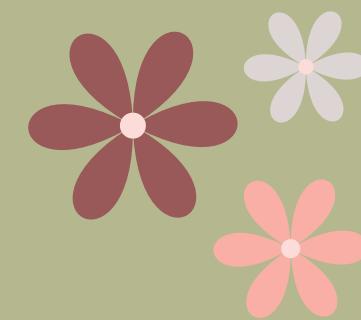
Jack  
Wilkie



Zuka  
Mikhelashvli



# What Worked



## Workshops

Provides hands-on activity that is fulfilling and meaningful.



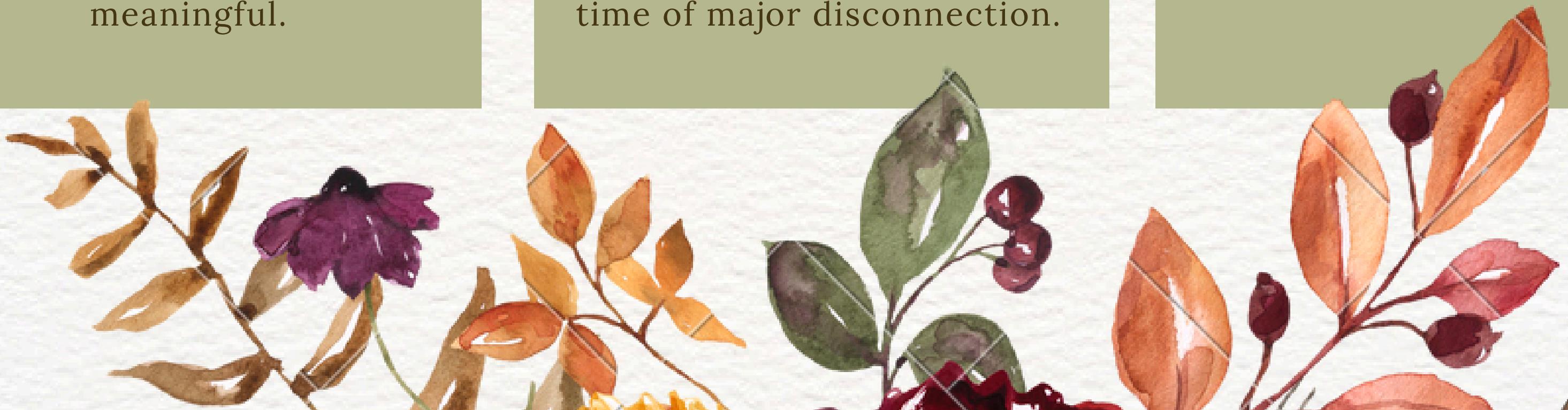
## Connection

Allowed for connection between loved ones during a time of major disconnection.



## Charities

Meaningful way to give back and find joy during COVID.



# Crafty Caty

- They crave personal connections that share their values
- Want to engage in meaningful and hands-on experiences
- Want to make an impact while enjoying an activity



“You know who would love this membership... my mom and her friends” - B.F.

- Initial Crafty Caty Interviews
- Follow-up Empty-Nester Natalie Interviews



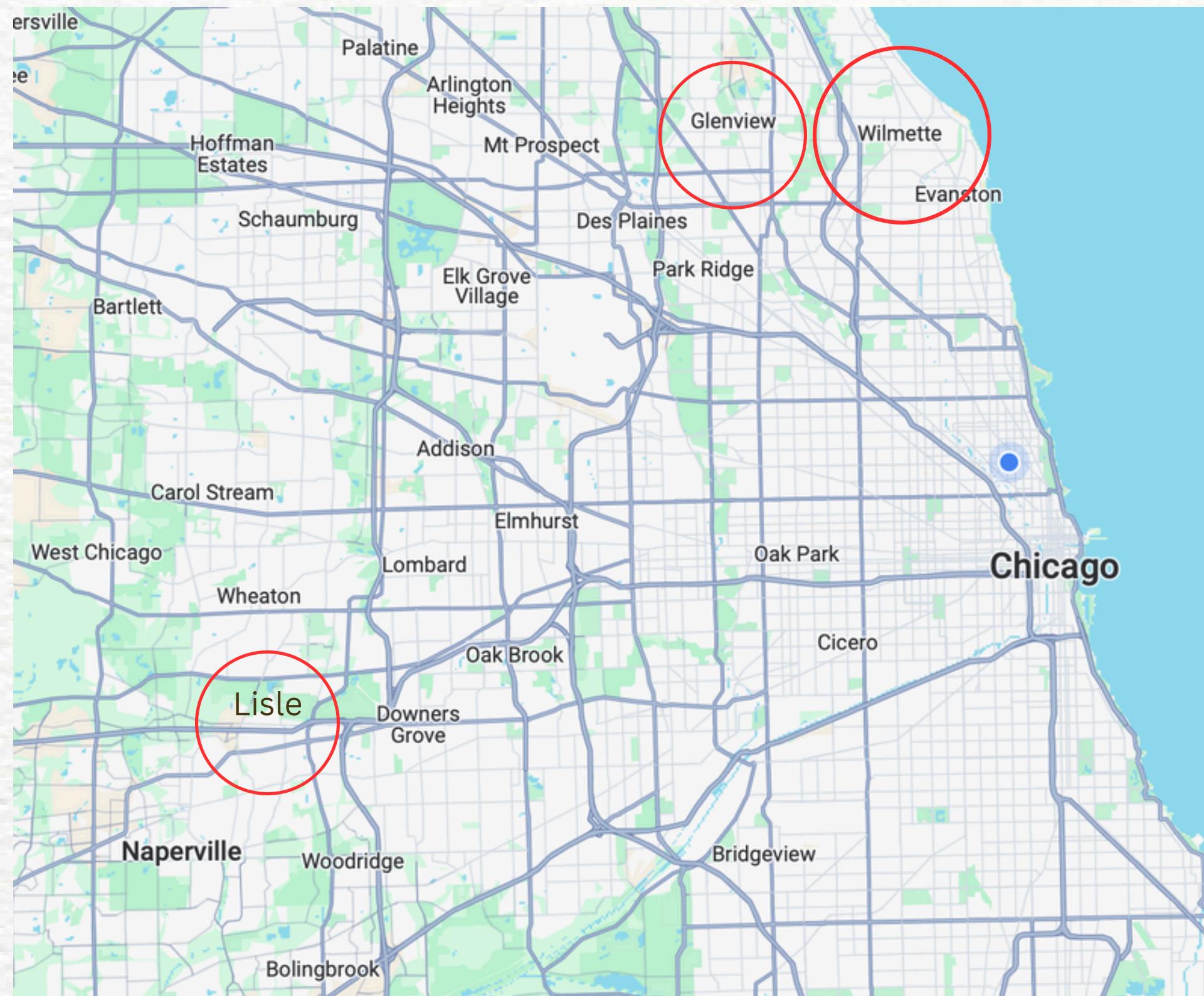
# Empty Nester Natalie

- Age 50+
- Make over 1 million households
- Have an abundance of time
- Looking for hobbies
- Seeking connection



# Why Natalie?

- Values maintaining relationships
- Can be found past Chicagoland
- Familiar with crafting and garden-based activities
- More likely to return to activity-based groups



# Our goal

Direct Connection +  
Meaningful Interaction  
= True Fans



# MEMBER-ONLY EVENTS



Top Neighborhoods: Wilmette, Lisle, Glenview, Tinley Park.

- Reward for members
- Connection
- Community-driven
- Hands-on experience

**“I look for exclusive perks in a membership” - G.B.**



Empty-Nester Natalie

# Event Details

- 4 times a year - seasonal themes
- Exclusive flowers tailored to the event
- **Local charity partnerships**
- Workshop showcases
- Flowers sold inside/outside
- Can include: Live music, food trucks, local vendors



# What Does The Membership Look Like?



# \$80 per Year

- Complimentary Event Ticket (\$10)
  - Free bouquet
  - 1 standard guest pass
    - Members & guest-only events



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- Socially Connected Community
  - Facebook flower content
  - Access to professionals



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  - Free bouquet
  - 1 standard guest pass
    - Members & guest-only events
- Socially Connected Community
  - Facebook flower content
  - Access to professionals
- Discount on Flowers
  - 10% Off Online
  - 20% Off In-Person

“This would be a fun thing to do with my  
girlfriends.” - J.W.

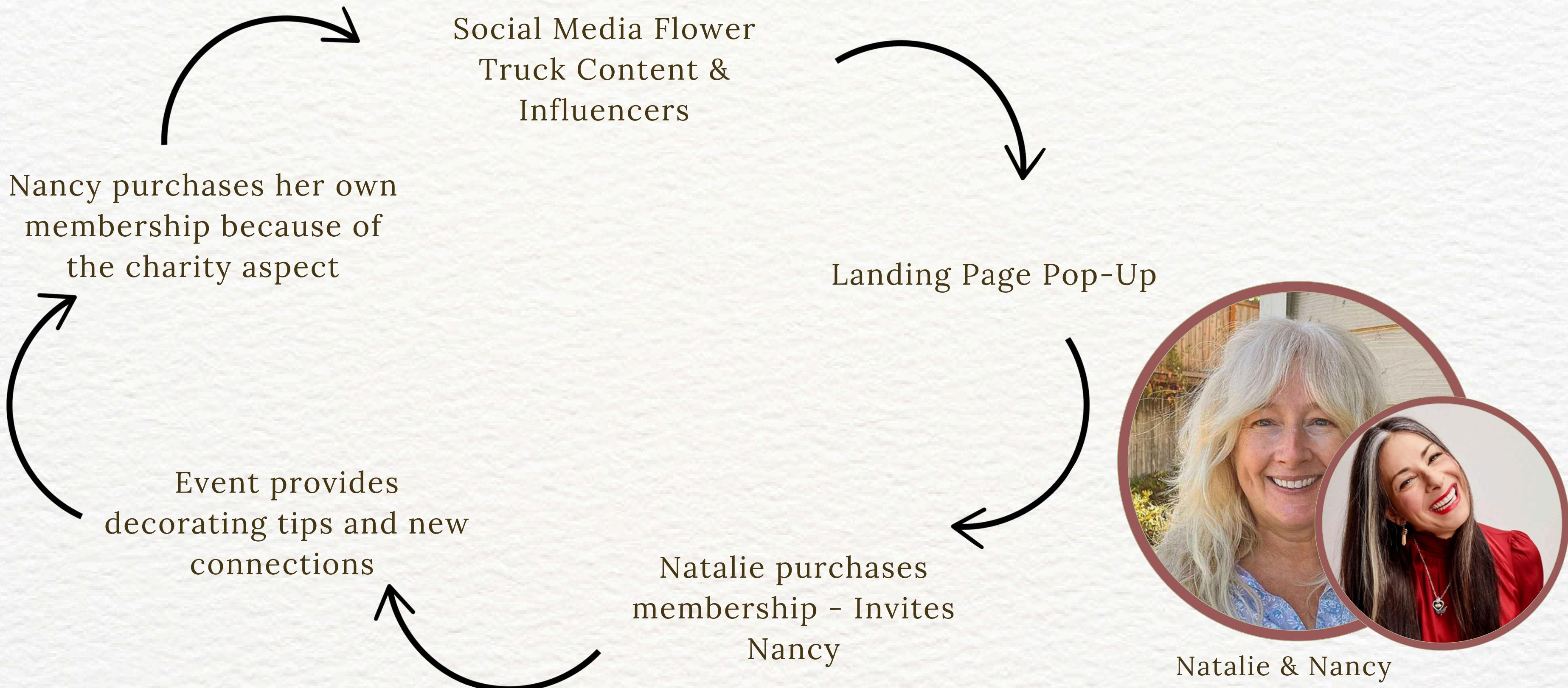


# WHO IS THIS FOR...

For those who want to engage in meaningful hands on activities with like-minded individuals, Flowers for Dreams provides a community driven membership that helps you find personal connections with shared values and a love for beautiful flowers & crafts.



# CUSTOMER JOURNEY



# Purpose for Natalie

## Exclusivity

- Members only event
- Early access to themed bouquets

## Community

- Member-only Facebook Group
- Social and interactive events

## Deeper Connections

- Creating a Flower Culture
- Learn about Charities

# Purpose for Flowers For Dreams

True fans

Community of  
Advocates

Expand the  
Brand

THANK YOU  
QUESTIONS?



# APPENDIX



# JOBS TO BE DONE

**Functional:** Help me engage in a meaningful and hands-on activity

**Emotional:** Help me feel connected with my values while enjoying hobbies/activities

**Social:** Help me find a community who shares my passions and values

FLOWERS FOR  
DREAMS



# Danielle the DINK

Who they are:

- Progressive young couples
- Ages 25-40
- Make over 1 Million Households
- No children taking their time
- Always looking for new passions and adventures
- Looking to expand their social circle

# Pros and Cons for DINKS

## Pros

- Disposable Income: High income allows them to pay for experiences like workshops.
- Interest in New Experiences: They seek out unique, hands-on activities.
- Social Expansion: The event offers a way to meet similar, like-minded people.
- Brand Affinity: Personalized experiences build lasting brand loyalty.
- Social Media Engagement: Instagram-worthy workshops could boost online visibility that this group resonates with.

## Cons

- High competition: This demographic has access to a wide variety of exclusive events and activities they could attend.
- Brand Misalignment Risk: Could be looking for something more upscale, they might find it unappealing.
- Less Family-Oriented: They may not value a family-friendly focus.
- More urban can already go to workshops at F4D HQ

# VALUE PROPOSITION

## JTBD

- Help me find a community who shares my interest and values
- Help me engage in a meaningful and hands on activity
- Help me feel connected with my values while enjoying my hobbies

## Gains

- A group that shares a similar interest
- DIY crafts
- Volunteer
- Donating to charity

## Pains

- Cost too much
- Difficulty in finding groups with my interest
- No time to do things
- Live too far
- FOMO

# VALUE PROPOSITION

## Product and Services

- Workshops
- Flowers
- Membership program

## Gain Creators

- Flower delivery
- 25% of profits go to charity
- DIY workshops (take-home crafts, meet new people)
- Involvement with FFD foundation.

## Pain Relievers

- Pop-up workshops
- FB group included with membership
- discounts and exclusive features
- community-driven

# INDUSTRY ANALYSIS

- Threat of new entrants: Low-Moderate 5/12
- Bargaining power of buyers: High 6/10
- Threat of substitutes: Moderate 2/4
- Bargaining power of suppliers: Low-Moderate 3/7
- Rivalry among the existing companies: High 6/10

## Creative Crafts

- Craft/hobby classes
- Gardening clubs
- Art classes

## Social Gatherings

- Book club
- Farmers market
- Family gatherings

## Purpose Driven Hobby

- Volunteering activities
- Charitable fundraising events
- Community gardening



# CONSUMER ANALYSIS

## Cosmopolitans:

- 1,392,000 Households
- Urban
- 25-44
- Upscale Income
- Professional Roles
- Live eco-friendly lifestyles
- Go on frequent vacations

## Connected Bohemians:

- 1,939,000 Households
- Urban
- 25-44
- Midscale Income
- Professional Roles
- W/O Kids
- Early adopters
- Progressive and tech savvy

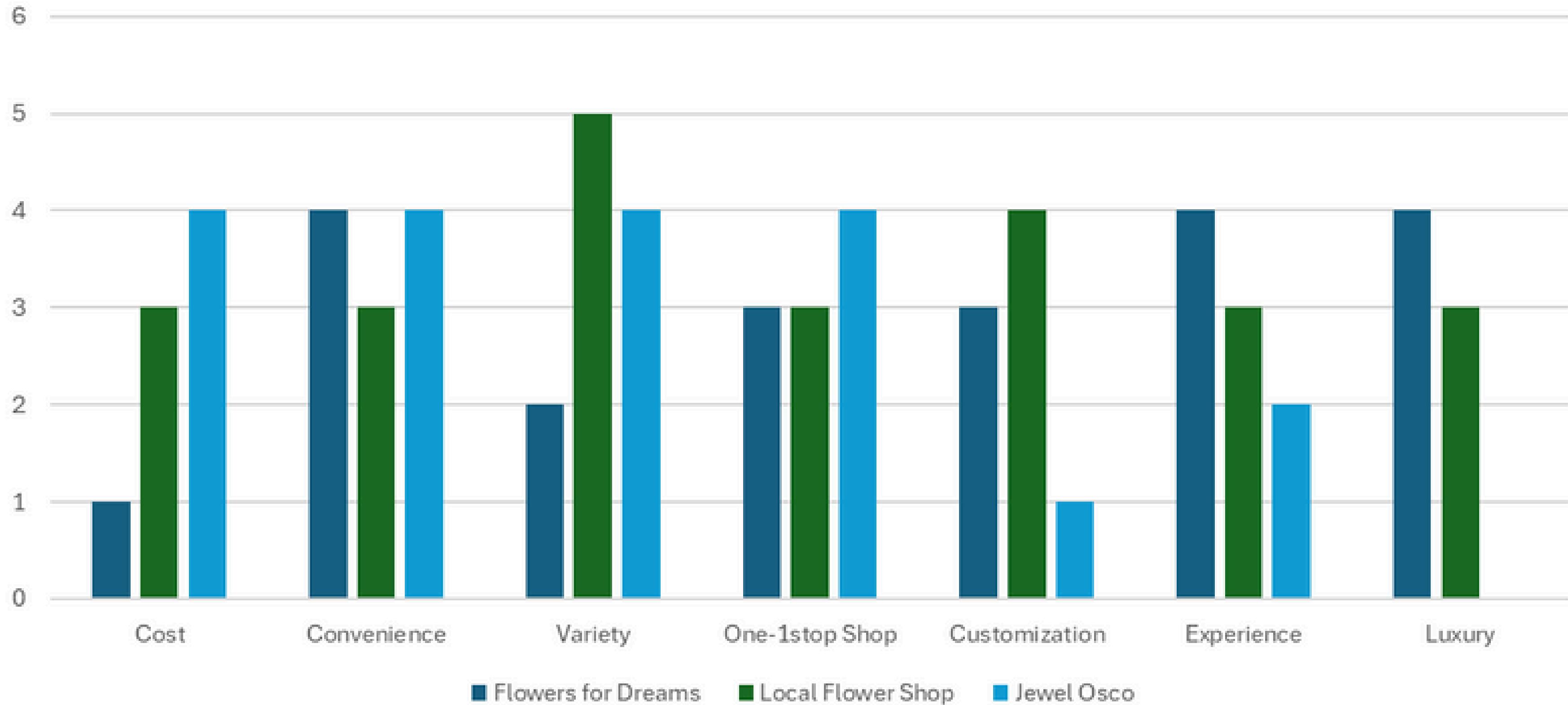
## Urban Elders:

- 1,447,000 Households
- Urban
- 55+
- Upper Midscale Income
- Professional Roles
- W/O Kids in their house
- Involved in their communities culture

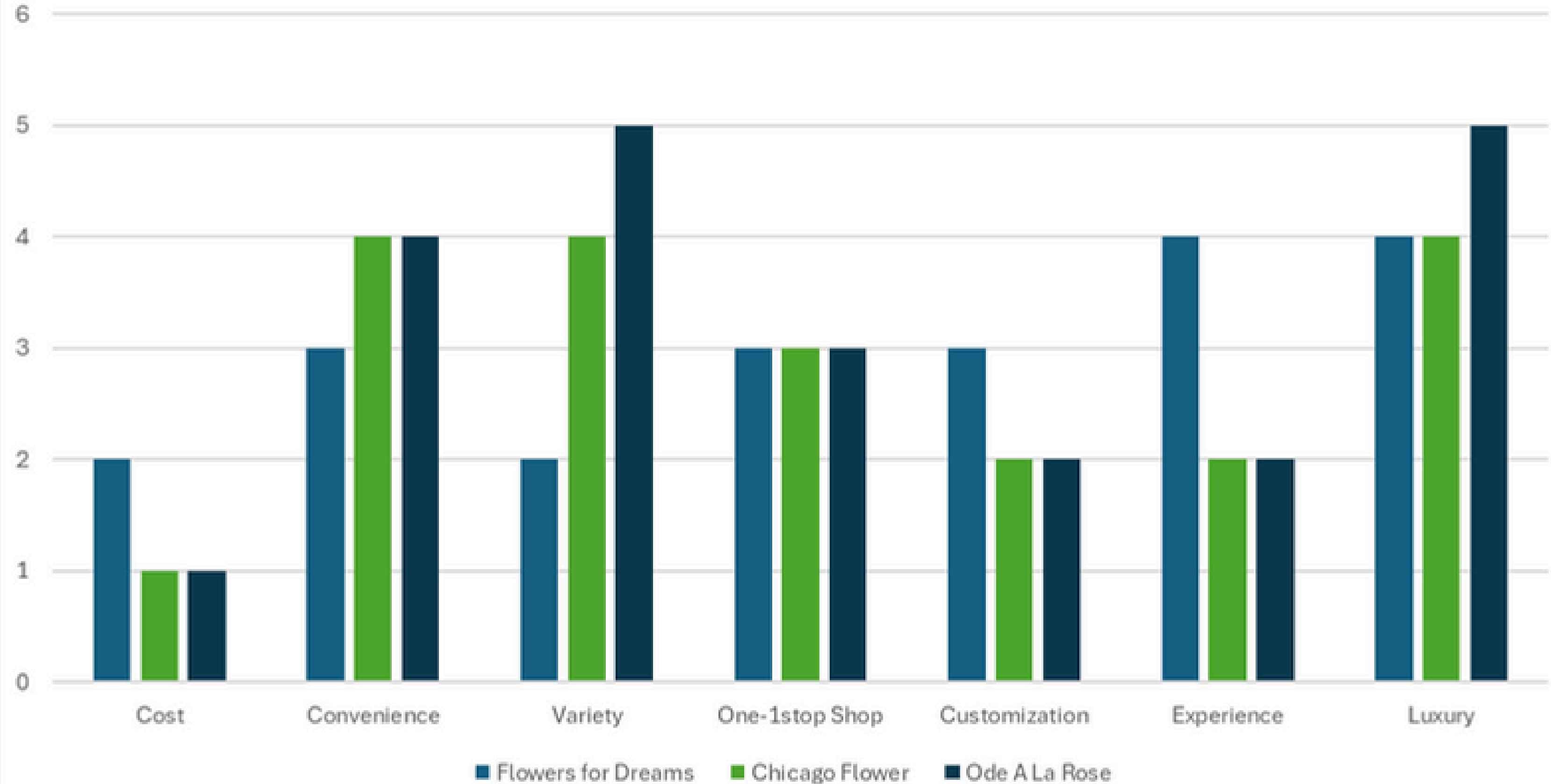
# COMPETITOR ANALYSIS

An overview of main competitors in 3 main categories (in-store purchases, delivery services, and events). Ranked on qualities we believe our ICP values

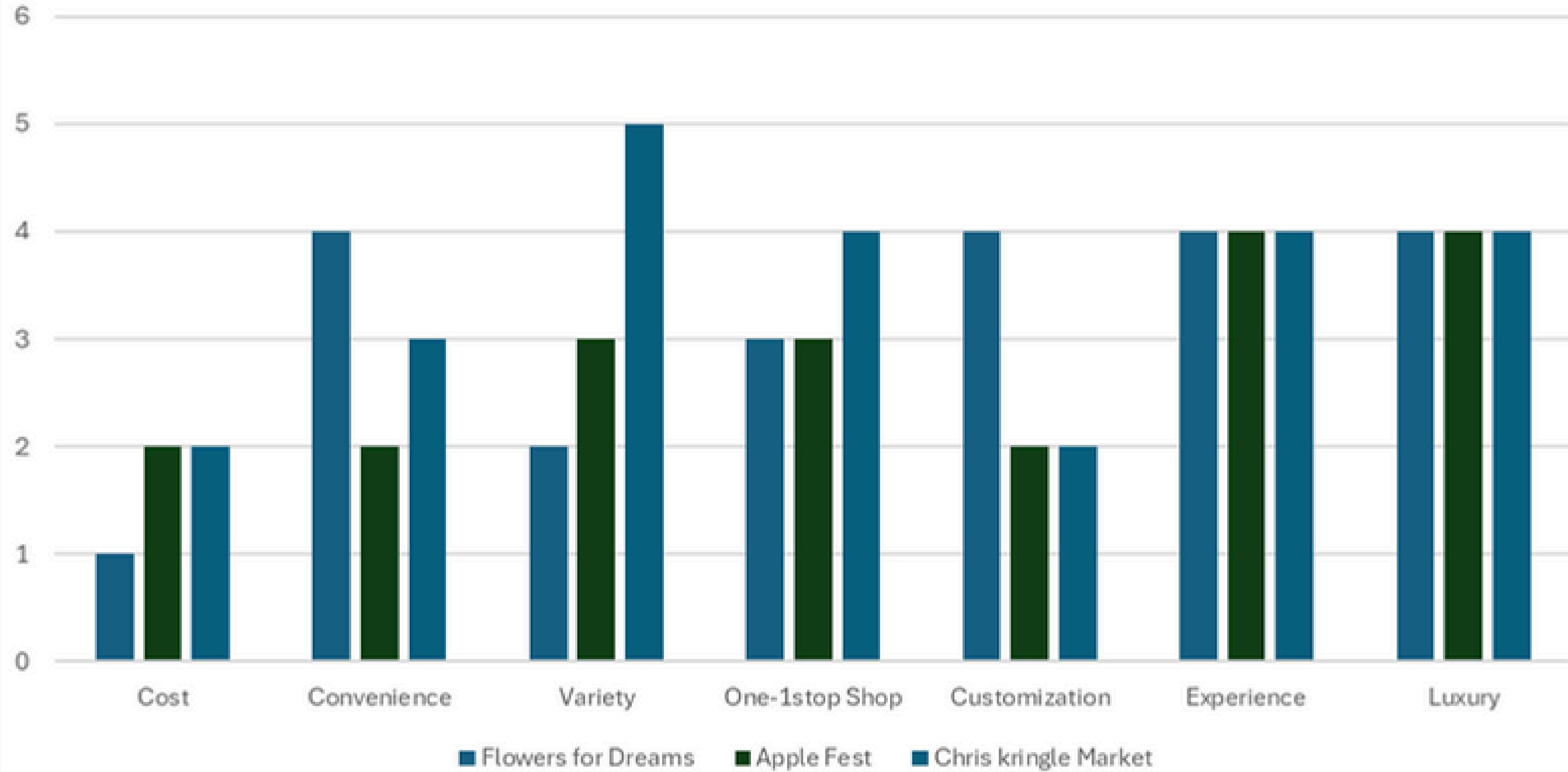
# In-Store



# Flower Delivery



# Event Based



# MEMBERSHIP SPECIFICS

## Daliah fest pricing

- \$50 w/ bouquet + admission
- \$10 admission only
- Our pricing
- \$80 - Membership (required to buy tickets)
- \$10 - Standard Member Ticket Price

## Value Summary

- Event + Bouquet Value - \$55
- Guest Pass - \$10
- Online Bouquet Discount - 10% off \$45 = \$4.5
- Bouquets Needed - **3.33**
- Event Bouquet Discount - 20% off \$45 = \$9
- Bouquets Needed - **1.67**

# MEMBERSHIP SPECIFICS

## Example booths

### Workshop specific

- Showcase current workshops.
- Could include holiday hosting advice, centerpiece creation, tree decorating, and wreath making.
- Allow members to buy DIY take-home kits at event and/or follow along at event for a price.
- Encourage signups for workshops

### Flower customization

- Allow members at event to create a custom bouquet
- Can pick a variety of flowers and vases
- Have florist be proactive in answering questions
- Encourage gift-giving
- 20% off for those attending event

### Charity partner

- Invite charity partner to host a booth at events
- Provide information about the charities impact
- People have a chance to donate directly
- Potentially signup for volunteer opportunities

### Other vendors

- Partner with local vendors that align with values
- Focus on smaller local business
- Pottery, jewelry, candles, local artist
- Goal is to be able to provide customers with more to do/shop for at event and support their community

# Free Bouquet Pro and Cons

## Event only

### Pros

- More incentive to attend events
- Everyone leaves event with flowers
- Friend is more inclined to buy

### Cons

- Fewer purchases at events themselves
- Little reason to be member

## Instore + Online if they attend events

### Pros

- More purchases at events
- Can incentivize membership during online purchase
- it may be worth it for some to be members without attending the event

### Cons

- Less reason to go to events
- People at events are not guaranteed flowers

# Facebook group details

- Limited to members only
- Features what is happening with partnered charity
- Includes professionals who can help with crafty/DIY questions of members
- Encourage members to share what kind of crafts that are making/made
- Goal is to connect better with our members and foster a stronger community

# Consumer Journey details

## Potential influencers to target

- Chicago.by.ren
- Campbellhuntpuckett
- Sassyconfetti

## Locations F4D truck to travel

- River North
- Lakeview
- Evanston

## Other options to reach target market

- Sell bouquets at select farmers markets in the area of the event and promote membership
- Promote F4D at state or local fairs
- Show support at events like pride parade and pride fest
- Goal is to showcase F4D in places where people value community and Bcorp qualities.

# Interviewee Information

- Total number of people - 8
- Total interviews - 10
- All women in the Chicagoland area
- Conducted a couple follow-up interviews to gauge interest in the membership program
- Ages ranged from 29-59

# Interviewee Information

## Interviewee #1

- Age 29
- 6-8 flowers a year
- Prefers flower shop or grocery store
- Not interested in old membership felt it was missing value and a way to connect with F4D
- Thought her mom (50s) would be interested in workshops
- During followup was interested in member only event
- “I could see myself going with a friend to the event or maybe taking my mom with me”

## Interviewee #2

- Age 46
- 9-10 flowers a year
- Favors local flower shop
- Would have signed up for membership during covid if she had known about it
- No followup conducted
- Interested in the bcorp aspect of F4D
- Liked the workshops
- “I like that they donate to different causes”

## Interviewee #3

- Age 58
- 4-5 flowers a year
- Prefers Local flower shop but it recently closed
- Didn't see value in the old membership if she wasn't able to attend workshops
- Really liked the workshops but wouldn't travel to West Loop to go
- Was a fan of new membership plan during follow-up interview but still focused on getting value from it
- “I want to feel like I'm getting value out of my \$80...”

## Interviewee #4

- Age 59
- 7-8 flowers a year
- Has no preference in how she shops for flowers.
- Cares less about discounts and more about events.
- Would bring her gal friends to these events.

## Interviewee #6

- Age: 36
- 6-8 flowers a year
- Prefers online flower shopping
- Interested in old membership but felt it was too expensive
- Thought her friends without kids would love the workshops.
- Plans on getting more involved with F4D

## Interviewee #5

- Age 44
- 1-3 flowers a year
- Prefers flower shop or grocery store
- Not interested in old membership felt it didn't fit her current interests
- Thought her mom (50s) would be interested in workshops

## Interviewee #7

- 2-4 flowers a year
- Prefers going to Trader Joe's for flowers
- Felt the membership wouldn't be useful for her but her mom currently already does similar activities.
- Felt the pricing of the previous membership was not worth it. Enjoys the style of flowers offered.

## Interviewee #8

- Age 67
- 5-7 flowers a year
- Prefers flower shop
- Not interested in the old membership as it does not offer the value she is looking for
- Wants to go to hands-on events with her friends
- Interested in new membership as long as she can bring a friend