

Jacqui Boland's Entrepreneurial Journey

An eGPS map of Jacqui Boland's journey with her company Red Tricycle.

Knowledge Space: Magazine Publishing, Content, Being A Mom



Imagination Phase

- ✓ How to be a "Fun Mom" in the city.
- ✓ Digital presentation of local attractions to Moms who search.
- ✓ More efficient than corporate.
- ✓ Local advertisers.



Design Phase

- ✓ Value Proposition: Get an idea, go out and experience it with your family.
- ✓ Find an existing business model to adapt.
- ✓ Design content creation process.
- ✓ Design marketing process.
- ✓ Use available templates.



Assembly Phase

- ✓ Market-by-market rollout: hire editor, writers, salespeople for each one.
- ✓ Select software and infrastructure providers (get help!)
- ✓ Copy appropriate business model.
- ✓ Establish core KPI's.
- ✓ Utilize mentors and experts who have done it before.



Marketing Phase

- ✓ Systematized word of mouth!
- ✓ SEO around top-performing content.
- ✓ Convert site visitors to newsletter subscribers.
- ✓ Build mailing list.
- ✓ Use mailing list subscription growth to attract advertisers.



Customer Experience Phase

- ✓ Moms would share "Best family weekend ever" photos on social media.
- ✓ Hashtags
- ✓ Celebrity moms helped!



Management & Growth Phase

- ✓ Stay focused and persistent.
- ✓ Follow customers' activities.
- ✓ Executional detail.
- ✓ Stretch to manage stair-steps (e.g. shift from local to national advertisers – new skills, new people, new systems.)
- ✓ Get to be great at hiring.
- ✓ Build a flywheel.
- ✓ Continuous adjustment and adaptation.



Disposition Phase

- ✓ Utilize your marketing skills: market your asset.
- ✓ Identify potential acquirers with the right need (not necessarily in your space).
- ✓ Offer your strengths.
- ✓ Make a fit.



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