Justus Keaton

POP-UP SHOPS 🛒
"SECOND SATURDAYS"

01 WHAT & WHO

Every Second Saturday of the month host a Pop - Up Shop at 1 - 2 SY locations with 10 - 20 Vendors.

Vendors should be active members of SY who's vendor fee would be waived. As well as nonmembers, who would pay a vendor fee.

Admission should be FREE to the public.

03 HOW

Post a voluntary sign up form on SY website each month for members to request a booth. Through a random selection process select and notify vendors.

Have vendors promote to their network.

02 WHY

Many Switchyard members are entrepreneurs. This provides a way to highlight members, support their business endeavors, and obtain more publicity for SY

Saturday & Sunday afternoons are optimal times for shopping and daytime excursions.

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SCHOLARSHIP RAFFLE

Host a Dollar Raffle to give back to community by providing out scholarships to Inner City High School Seniors.

01

HOW

Allow members to volunteers for the scholarship committee, review scholarship applications & select recipients

02

WHEN

Raffle Tickets should go on sale just as the Academic School year begins and sales should end roughly around March/April (admission season).

03

WHY

ATL is a booming metropolis & great for businesses. However, the same city SY thrives in has a youth of nearly 40% living below the poverty line.

Community Outreach helps support the city from which we benefit.

04

RAFFLE WINNERS

3 winners)

1st – 1 yr free membership
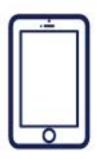2nd – 6mo free membership
3rd – 3mo free membership

SCHOLARSHIP GOALS:

Raise: $100k
Recipients: 10
Fund: $10k per student

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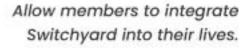# SWITCHYARD APPLICATION

Launch a SWITCHYARD APP for members.

FUNCATIONALITY
All-Inclusive App

- Scan into facility
- Plan study time
- Set Work Goals
  - Goal Tracking
- See volume of each location
- SY Events Calendar
- Create Work/ Study Groups
  - Invite Coworkers/ members
  - Location Sharing
  - Incognito Mode
- Invite non-members to join
- Earn Rewards every scan in

- Book Event Spaces
- Order Coffee
- Professional Forum for Questions & Networking
- See who's around and what projects they're working on

Allow members to integrate Switchyard into their lives.

Apps provide instant solution and innovative functionality.

Every modern-day company should have an app.