

STRATEGIC RELATIONSHIPS. PRACTICAL GROWTH.

The right relationships. A clear path to growth.

We help founders, growing companies and organizations enter markets, build partnerships and turn connections into action.



**Built around people.
Focused on progress.**

Strategy, relationships and execution
shaped around your goals.

WHEN TO BRING US IN

You need the right people.

Find relevant partners,
customers, collaborators
and ecosystem leaders.

You are entering Kansas City.

Understand the landscape
and build a purposeful local
presence.

You need people to act.

Engage a community or
create a gathering around a
clear business goal.

Four ways to work with us

Start with the goal. Shape the scope around what will move it forward.

01 / BUILD THE RIGHT NETWORK

THE NEED

You need relevant relationships, but reaching the right people takes time.

EXAMPLE DELIVERABLES

Relationship mapping, partner research, curated outreach, agreed introductions and follow-up.

INTENDED OUTCOME

A focused network-development plan and clear next steps for relevant conversations.

02 / ENTER + GROW IN KC

THE NEED

You are entering or expanding in Kansas City and need local context.

EXAMPLE DELIVERABLES

Ecosystem research, stakeholder mapping, positioning and a market-development plan.

INTENDED OUTCOME

A clearer path into the market, with priorities for where to engage and why.

03 / ACTIVATE A COMMUNITY

THE NEED

You have an audience or partners, but participation needs a purpose.

EXAMPLE DELIVERABLES

Audience discovery, engagement strategy, partner coordination and communications planning.

INTENDED OUTCOME

A practical plan to turn interest into participation and ongoing relationships.

04 / CREATE THE RIGHT GATHERING

THE NEED

You need an experience that advances a goal and makes the right connections.

EXAMPLE DELIVERABLES

Audience and format strategy, speaker and partner coordination, production and follow-through.

INTENDED OUTCOME

A purposeful gathering with a defined audience, clear execution and next steps.

Deliverables are agreed for each engagement. Introductions depend on fit and mutual interest.

Our work in action

Selected examples of relationship building, program coordination and delivery.



01 / COMMUNITY + CONVENING

Back2KC

THE CHALLENGE

Help returning Kansas Citians reconnect with the people and opportunities shaping the region.

JESSICA'S ROLE

Coordinate the experience, speakers, partners and event delivery, with relationship building beyond the annual homecoming.

THE RESULT

A recurring homecoming platform connecting returners with founders, investors, employers and community leaders.

KC BioHub

INVESTOR EDUCATION

Program + content
coordination

02 / PROGRAM + COMMUNICATIONS

THE CHALLENGE

Make a specialist biotech investor-education program approachable and consistent across materials.

JESSICA'S ROLE

Coordinate program materials and communications alongside curriculum and design collaborators.

THE RESULT

Documented assets include a Chapter 02 presentation covering biotech investment sectors and a post-session survey invitation.

Back2KC sponsor relationships support the program and are distinct from client-service engagements.

[Explore Back2KC](#) / [Explore New2KC](#)

Start a conversation

Tell us what you are working toward. We will help clarify the next step.



MEET JESSICA

Jessica Powell

Founder, Social Balances

Jessica brings founders, investors, employers and community leaders together around shared goals. Her work combines relationship strategy with hands-on coordination - helping clients identify who matters, why to connect and how to move forward.

HOW WE WORK TOGETHER

01

Clarify the goal

Share the challenge, audience, timing and budget, if known.

02

Define the engagement

Agree on fit, scope, deliverables, responsibilities and fees.

03

Activate + follow through

Coordinate the agreed work, track next steps and review progress.

What would the right connection make possible for you?

DISCUSS YOUR GOALS

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