


UBS &  UBS



MAP Women's Future Fund



Company Profile and 5-Year Plan

By Imani Bogue Bieniemy, Leah Croom, Riley Dumigan,
Sarah Fox, Ava Hagwell, and Noelle Winegar



Agenda

1. Problem-Solving Framework
2. Recommendation Report
3. Target Persona
4. Marketing Strategy
5. Budget
6. KPI Framework
7. Risk Assessment Matrix
8. Change Management Strategy
9. User Journey Map
10. Future Value Creation Map

Q&A / Contact Page



Problem Solving Framework

Funding Gap

Men are more likely to have a stronger network than women, which plays a huge part in the difficulties many women face in navigating their career path.

Target Demographic

High school and college female athletes.

Our Approach

The athletes connect with women who are ex-athletes in the business world in order to create a community of connections.

Cost

The program is a future investment; the sacrifice of investment will pay dividends in the future when women are running successful businesses and are fundamental players at places like UBS.



Roots of the Business

Community

Fostering this community of female entrepreneurs will create a more welcoming environment for young female athletes. This process will ensure that young women entrepreneurs have a network and can feel more confident in asking for advice or securing funding for their businesses.

Partnership

Working with ambassadors at companies run and created by women who are ex-athletes can help show young entrepreneurs what they are capable of, giving them a community from which they can build their professional success.

Why target female athletes?

In a study done by EY Women Athletes Business Network and ESPNW, out of more than 400 female executives across five countries, 52% played either high school or college-level sports.

Accessibility

While club events can still be included, being involved in high school athletic events would ensure that the information and community are extended to a larger group that may be unable to afford club sports. With college athletes, the program will be without restrictions.



Understanding Our Audience

Who We Serve

- Female student-athletes (16–24) in high school & college

Key Challenges

- Lack of mentorship, lack of confidence, struggle balancing athletics & professional development

Their Values

- Financial support, community, mentorship and networking, practical business skills, opportunities

Engagement Strategy

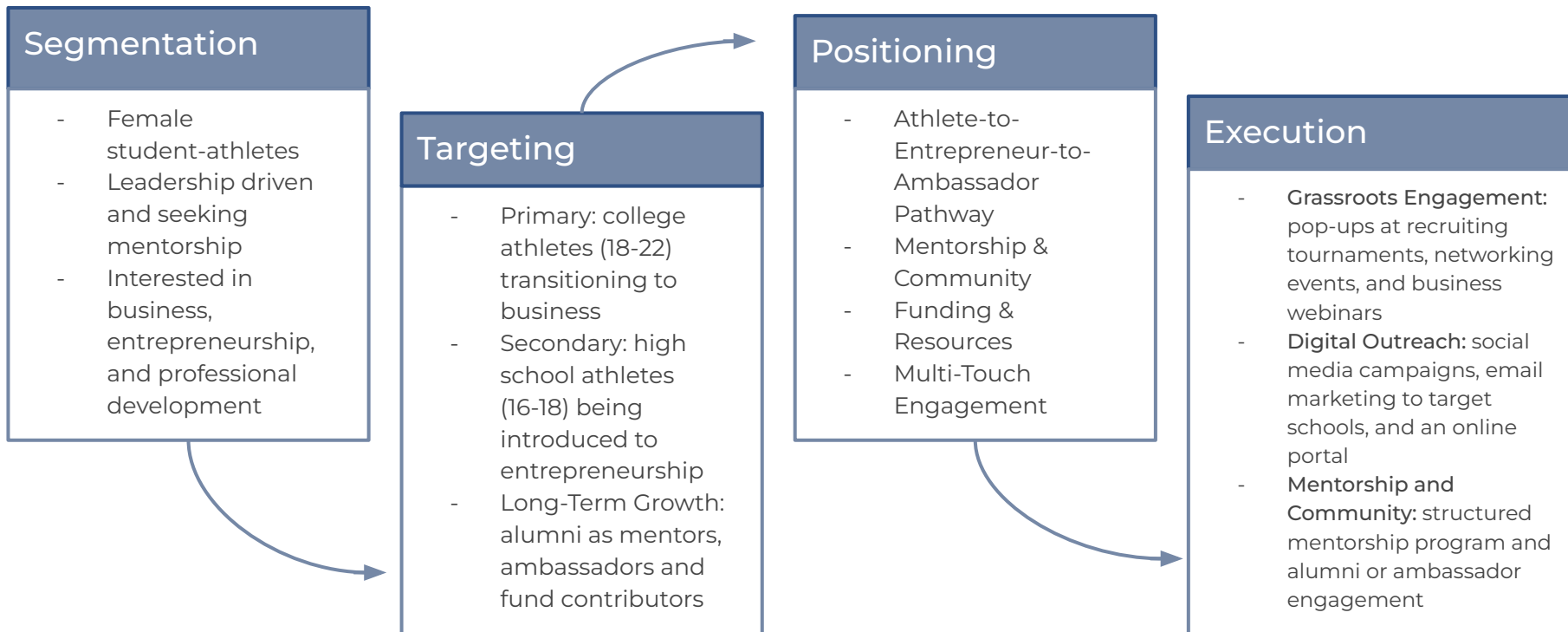
- Pop-ups, social media, webinars, exclusive UBS opportunities

Impact

- Building a fund and network that empowers young female athletes in the entrepreneurial space



Executing the Vision: STP Marketing Strategy





3-Year Budget

	Year 1	Year 2	Year 3
Program Expenses	67.5%	70%	70%
Administrative Expenses	30%	27.5%	27%
Reserve Expense	2.5%	2.5%	3%
Percent of Total Budget Used	90%	85%	80%
Revenue growth goal	40%	40%	30%



KPI Framework

Customer Acquisition

- Goal: Increase Awareness
- KPI: Website traffic
- Metric: Pageviews and visits
- We want to see a 20% increase year to year

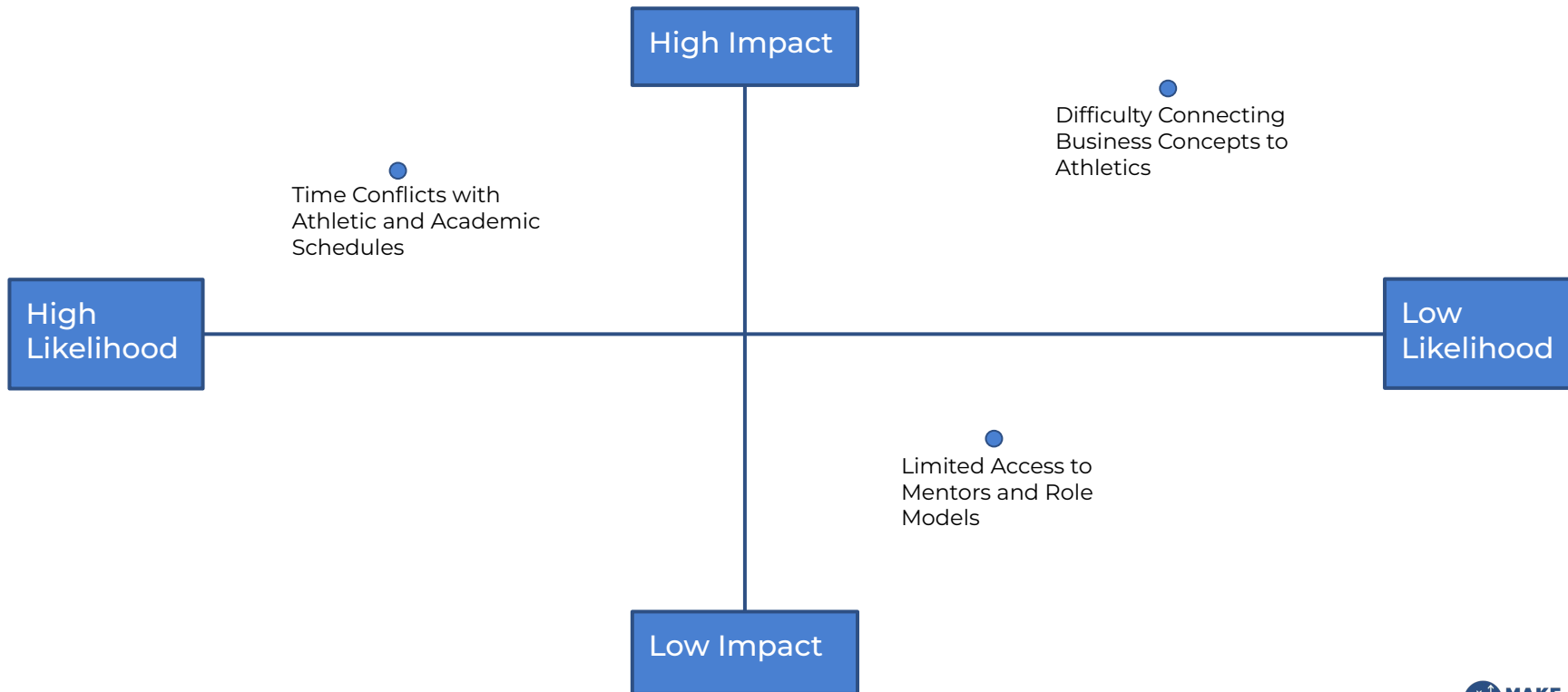
Customer Acquisition

- Goal: Increase Sales
- KPI: Lead generation
- Metric: Brochure Download
- We aim for a 10% increase in brochure downloads year to year

Customer Retention

- Goal: Increase Customer Lifetime Value
- KPI: Purchase Frequency
- Metric: Retargeting campaign visits
- We would like to see a 10-15% success rate from retargeting

Risk Matrix - Assessment





Risk Matrix - Mitigation Strategies

Time Conflicts with Academic and Athletic Schedules

- Multiple forms of the program including in-personal and online self-paced options
- Schedule events on weekends and during off-season times so participation is high
- Engage with administrators, coaches and leaders early to communicate how this program will promote time-management and prioritization in athletes

Difficulty Connecting Business Concepts to Athletics

- Develop curriculum that clearly links athletics to the world of finance, entrepreneurship
- Teach financial literacy as different careers (as a professional athlete, sports broadcaster, team doctor, entrepreneur, etc...)
- Build business acumen with support from participants' skills (teamwork, goal-setting, hard work, etc...)

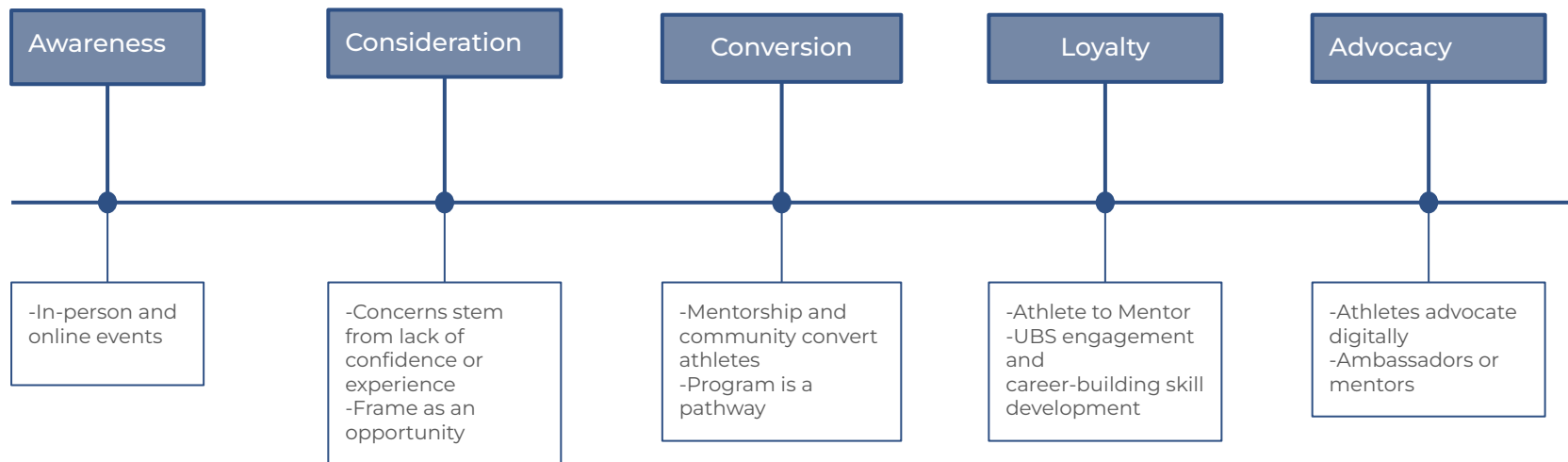
Limited Access to Mentors and Role Models

- Schedule calls and programs with woman entrepreneurs and business leaders
- Partner with brands lead by women and retired athletes
- Create diverse options for mentoring (ex: virtual, in-person group, one on one)



Athlete Journey Map

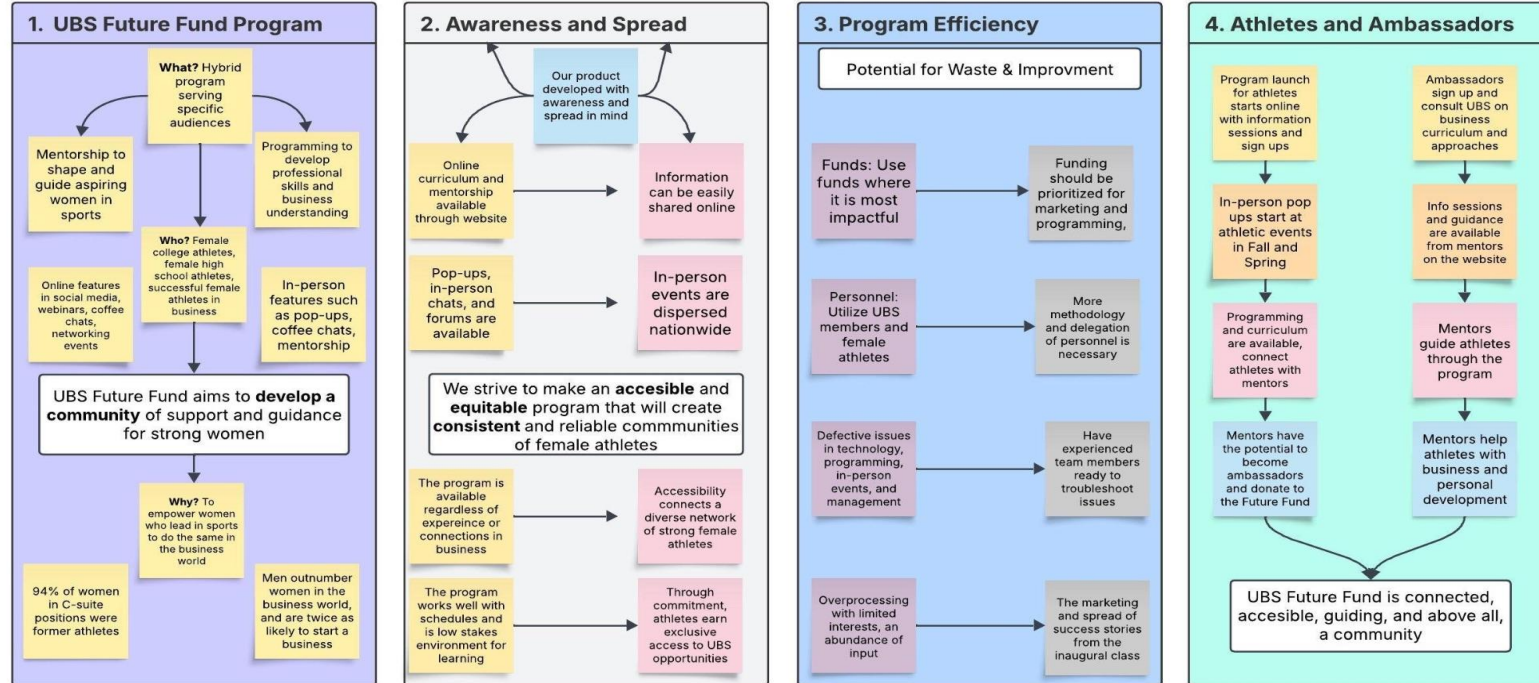
How will athletes join and sustain the UBS Women's Future Fund community?



Future Value Stream Map



UBS Future Fund: Value Stream Map



Q&A / Contact Page

Sarah Fox (Scrum Master): sfox32@jh.edu

Imani Bogue Bieniemy: imanibieniemy@gmail.com

Leah Croom: leah.croom@bison.howard.edu

Riley Dumigan: riley.m.dumigan.27@dartmouth.edu

Ava Hagwell: ahagwell@uchicago.edu

Noelle Winegar: nhw14@georgetown.edu