

# Handy Mandy

Team 6

## *Handy Mandy*



# of interviews: 9

- 3 women in the professional field
- 5 students at Texas Tech
- 1 mother of two daughters

**Left:** Rachael Reese, *Technical Lead*  
**Right:** Abby Voelk, *Entrepreneurial Lead*

# *Business Thesis*

- Who: Undergraduate and post-graduate women, women transitioning into professional jobs. parents of women transitioning to professional and independent lives
- What: Online, self paced e-learning course designed by women, for women to teach important life skills.
- Why: Time efficient, reliable community, promotes independency and shows representation of women.

# Initial Business Canvas Model

## The Business Model Canvas

Designed for:  
Handy Mandy

Designed by:  
Abby Voelk

Date:  
2/8/23

Version:  
#1

### Key Partners

- Professionals in the field of:
  - mechanics
  - finance/accounting
  - educators
- Philanthropic organizations
- Translators
- available to dub different languages
- Web development and production talent

### Key Activities

- Content creation
  - ↳ social media presence
- Platform maintenance
- Customer service replying to comments and inquiries

### Key Resources

- Video editing software
- Data storage
- YouTube channel advertising
- Experts in certain fields

### Value Propositions

- **REPRESENTATION**
  - representation of women working in professional fields
  - trust women more for accurate info
- **INDEPENDENCY**
  - teaching women to be reliant on themselves
  - knowledge of basic life skills saves money and protect against scams
  - we want to provide an unbiased, strictly factual information platform so women can make their own decisions

### Customer Relationships

- Community
  - comments open for feedback on videos
  - social media presence
- Professional
  - promote brands in videos to foster that relationship

### Channels

- Private domain website
- YouTube
- Socials with video based content
  - TikTok, Instagram Reels

### Customer Segments

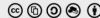
- Women getting their undergraduate degree
  - ages 17 - 22
  - applying for college
    - ↳ scholarship/guams
  - living alone
    - ↳ first apartment/house
- Women in post-grad with a degree and job seeking
  - ages 23 - 25
  - accepting job offers
    - ↳ differentiating retirement plans
  - money handling
    - ↳ credit cards + scores
- Parents who live long distance from their daughter
  - safe

### Cost Structure

- Fixed: maintenance on online website
- Variable: the fee for intellectual

### Revenue Streams

- Affiliate marketing
  - codes with particular product used in videos that give us a percentage of sale
- Subscription based tier
  - steady revenue, has more options and can be bought a year at a time



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DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

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# Value Proposition and Customer Insights

- Hypothesis
- Experiments/Results:
  - After interviewing, we realized that it would be beneficial to start thinking more regionally when it comes to content.
  - Keep in mind disabilities
- Iterate:
  - Speak with financial professionals; one interview set up this weekend.
  - Keep interviewing students (at random)
  - Keep in mind the added cost with subtitles on content and what Texas women specifically need to learn.

# *VP & CS*

- Customer segments
  - Shifting to specific groups that struggle.
  - Open up the opportunity.
- Value Proposition
  - Representation: have a place where testimonies and stories can be shared.
  - Independency: keep in mind struggles can be heightened by disabilities and different circumstances.