

# SCALING OUTLINE

Following are examples of topics you could explore:

1. What systems need to be developed
  - a. Production
  - b. Inventory
  - c. Sales**
  - d. Marketing**
2. How can we improve margins?
  - a. Lower Cost of Goods
  - b. Lower Labor**
  - c. Improve systems for greater efficiency**
3. How can we increase sales?
  - a. Spend more in proven channels**
    - i. Blogs/Vlogs**
    - ii. Social media content creation**
  - b. Test new channels
  - c. ID new customer segments**
    - i. Municipal**
    - ii. Corporate operations**
      - 1. System modification may be necessary**
  - d. Develop upsell or resell opportunities
  - e. Certification ie Minority Business Enterprise (MBE) or Women Business Enterprise (WBE)
4. How can we lower Cost of Customer Acquisition
  - a. Test low-fidelity marketing models ie influencers, word of mouth
  - b. Prioritize Appropriate Audiences
  - c. Retarget Customers**
  - d. Improve Customer Retention**
  - e. Affiliate Programs**
  - f. Create Content and Assess the Effectiveness**
  - g. A/B Test and Optimize Your Pages
  - h. Improve the Sales Funnel
  - i. Marketing Automation

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5. Staff
  - a. What skillsets are missing
  - b. Will staff need to be enlarged
  - c. **Can out services be used instead of staffing increases**
6. How much funding would we need and over what amount of time and where can it be secured?
  - a. Grants
  - b. Loans
  - c. Investments
  - d. Partnerships with suppliers, affiliates, channels, distributors
7. What are our growth milestones over the next 18 months for...
  - a. **Sales**
  - b. Production and Inventory management
  - c. Staff
  - d. Systems