

Winchester-Clark County, KY Entrepreneurial Academy

Five Customer Pathways Worksheet

Required deliverable — Launch Lab Session 3 · Academy Phase 1
Every student evaluates their business against all five customer channels

What are the Five Customer Pathways? Every business in Winchester-Clark County, KY can reach customers through five channels. Some businesses are strong in all five. Some are strong in one or two. Your job is to figure out which pathways are real for YOUR business — and build your customer strategy around the ones with the most potential.

Your name:

Business name:

Pathway 1 — Local Clark County Customers

These are Clark County residents — the people who live here. They are your most accessible first customers and often your most loyal.

Who specifically in Clark County would buy your product or service? (Be specific — not "everyone" but a real type of person)

Where in Clark County would you find them? (events, schools, neighborhoods, businesses, online groups)

Rate this pathway: ☐ Strong ☐ Moderate ☐ Weak ☐ Not applicable **Why:**

Pathway 2 — Regional Customers (Kentucky, not Clark County)

These are visitors from Lexington, Richmond, Mount Sterling, and surrounding counties. They drive to Winchester-Clark County, KY for events, food, and experiences.

Would a visitor from Lexington or Richmond buy your product? Why or why not?

What events or destinations bring regional visitors to Winchester-Clark County, KY that your business could connect to?

Rate this pathway: ☐ Strong ☐ Moderate ☐ Weak ☐ Not applicable **Why:**

Pathway 3 — Visitors and Tourists

These are people who travel specifically to Winchester-Clark County, KY — for the Beer Cheese Festival, Bourbon Trail, Fort Boonesborough, or the growing tourism destination. They want authentic, local, and memorable.

What about your product or service would appeal specifically to a visitor who came to Winchester-Clark County, KY for the first time?

Which Winchester-Clark County, KY tourism assets from the Tourism Market Intelligence Sheet does your business connect to most directly?

Rate this pathway: ☐ Strong ☐ Moderate ☐ Weak ☐ Not applicable **Why:**

Pathway 4 — Event-Based Customers

These are people who come out specifically for an event — Beer Cheese Festival, Clark County Fair, Arts on Main, WCEA Soft Launch Event. Events concentrate customers in one place at one time.

Which Winchester-Clark County, KY events from the Tourism Market Intelligence Sheet could your business sell at?

What would your vendor setup look like at an event? What would you sell and at what price?

Rate this pathway: ☐ Strong ☐ Moderate ☐ Weak ☐ Not applicable **Why:**

Pathway 5 — Online Customers

These are customers who find you online — through your social media, an Etsy shop, a website, or Tourism's visitor platform. Online customers can come from anywhere.

Does your business have a viable online sales channel? What would you sell and how would customers find you?

How would Winchester-Clark County, KY identity help your business stand out online? (Being from the birthplace of beer cheese means something to an online customer.)

Rate this pathway: ☐ Strong ☐ Moderate ☐ Weak ☐ Not applicable Why:

Summary — Your Customer Strategy

Based on the five pathways above — which one or two channels will you focus on first and why?
Which Winchester-Clark County, KY Made-eligible element of your business will you feature most prominently in your marketing?

Student signature

Program Director review ☐ Approved ☐ Revise