

# FOUNDER SUPPORT AT ALIVE VENTURES

Over a period of 1.5 years, I co-designed seven new businesses with Alive Ventures, a venture studio focused on the needs of older adult consumers. My primary objective was to support entrepreneurs in residence with user research, early program design, and launch strategies to help them identify and find their first 100 customers.

## DELIVERABLES & OUTCOMES



- Built email list of 10K users
- Designed & facilitated monthly virtual roundup for creatives
- Authored monthly email content
- **Proved product/market fit**



- Business model ideation
- Refined unique value proposition
- Authored six weeks of blog content
- Prepared founder for investor pitch
- **Launched [hellosocialize.com](https://hellosocialize.com)**



- Designed, tested & automated a 6-week sleep education program from scratch
- Monitored adoption & drop-off
- **Unlocked key product feature prior to app development**



- Prototyped cohort-based fitness experience for older adults
- Developed cohort leader job application and selection criteria
- **Prepared partner-led city-by-city scaling strategy**



- Designed signature event experience and tested with early users
- Built automated user email flow
- Developed facilitator training process
- Prepared founder for 1st live event
- **Launched [welcomestrangers.com](https://welcomestrangers.com)**



- Conducted landscape analysis
- Facilitated user feedback sessions for the development of livestreaming product
- **Proved product viability & intergenerational interest with MVP test on Instagram**



- Led A/B product testing
- Analysed user survey data
- Developed curriculum for 5 day group learning experience test
- **Identified free tools and low-cost software platforms for soft launch**

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