

CHERYL MANN

CHERYL@NEW-VENTURE.COM • 646.481.8708

November 1, 2022

Re: Requested clarification and assumptions

FOR CLARIFICATION

1 Prompt-related:

- Please list the top three “big goals” of the for-profit company
- Please list the targeted customer segments, e.g., enterprise-level, SMBs, partners
- Is the targeted fiscal year (FY) revenue increase mapped to customer segment (e.g., 60% to enterprise-level, 40% to SMB) or to a product & service mix?

2 Please list Next Street’s current revenue streams

- Which stream has the highest margin?
- Are the streams a mix of contractual/subscription engagements and one-offs?

ASSUMPTIONS

- Case Prompt-specific
 - = “‘Always-on marketing’ [communications is defined as] a planned approach to scheduling and optimizing continuous marketing activities which support customer acquisition and retention throughout the customer lifecycle.”
 - = The “for-profit company” in the case prompt is Next Street
 - = The “additional marketing professional” is an existing Next Street team member
- Underlying basis of my presentation is derived from –
 - = Content at nextstreet.com
 - = My interviews with A Crawford, J Johnson, and K Beach
 - = Next Street’s organizational strategy as presented at <https://nextstreet.com/>
 - = Next Street has existing licenses for a ‘mix’ of Salesforce products, e.g., CRM platform, Marketing Cloud
- The PR & Communications firm will be retained for a minimum of 12-months
- The allocated Marketing Department budget (\$200,000) may include, but not be limited to, creative asset production, media buying, event sponsorship/activation fees, and AOR/creative agency fee – for the first FY