



TECHPATH

CAREER DEVELOPMENT PROJECT
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I. EXECUTIVE SUMMARY

MISSION STATEMENT

Creating a pathway for small business owners and emerging entrepreneurs to learn how to effectively implement technology into their businesses to further develop their careers in the entrepreneurial world.

Purpose

Many **small business owners and emerging entrepreneurs** struggle to adopt technology, resulting in decreased operation efficiency. With 50% unsure of which tools to use and 82% not utilizing basic mobile apps for daily operations, this gap presents an **opportunity to empower new entrepreneurs**. TechPath offers practical ways to implement technology to enhance productivity and drive growth within their businesses.

What is TechPath?

TechPath is a non-profit organization that held a project designed to help small business owners and emerging entrepreneurs. This was done through a **curriculum based on in-depth analysis and first-hand research** of the most important technology tools for their needs. We shared this curriculum through a technology workshop and Canva lab. This equipped participants with the knowledge to pursue any project, business, or personal venture with maximum efficiency.

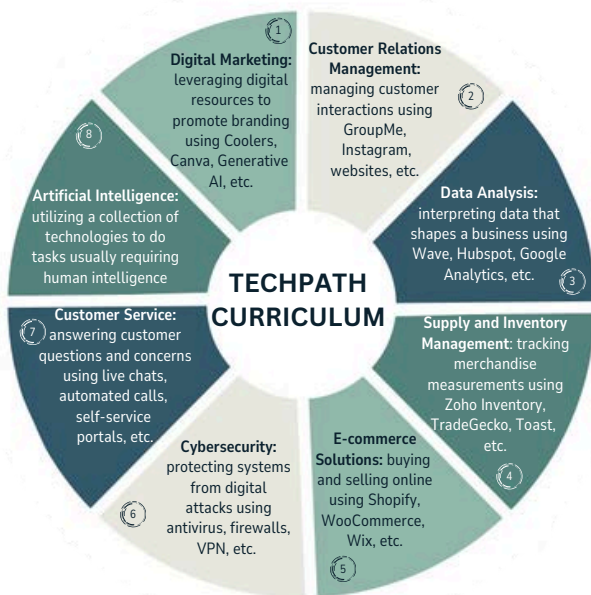
PROMOTIONAL METHODS

Tech Readiness Assessment: A survey assessing our target audience's technology use, helping us identify key topics and challenges to address in our curriculum.

"A Business-a-Week" Reels: Interviewing successful business owners on their technology use and impact. This helped shape our curriculum and provided engaging content.

Toolkit: Booklet of the curriculum's 8 topics: 5 topics on issues from the Tech Readiness assessment and professional insight, and 3 on researched tech inefficiencies, exclusive to the toolkit for better learning.

Podcast: 8 episodes covering the full curriculum offering an alternative to the toolkit (which was only available during the workshop), allowing on-demand access to TechPath content.



PROJECT GOALS

EDUCATE

TechPath's primary project was a workshop **educating** our target audience on tech implementation, covering 5 key topics through presentations, discussion questions, and stations.

PREPARE

Most workshop RSVPs were from 18 to 40-year-olds, but there was notable interest from the 51+ age group. To **prepare** them to engage with the workshop, we hosted an Intro to Canva lab.

NETWORK

TechPath fostered **networking** by encouraging collaboration through stations and discussion questions, allowing participants to network, implement, and learn during the workshop.

AWARENESS

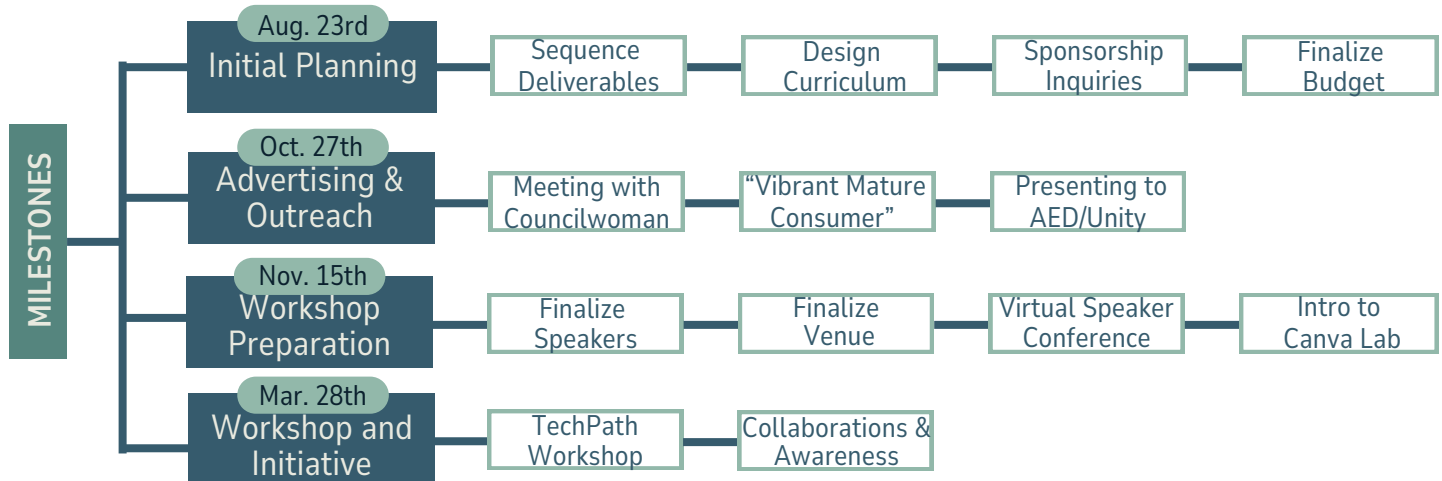
TechPath used social media to build long term promotion. Key initiatives were the, "A Business-a-Week" reels, podcast, and toolkit collaborations with other nonprofits to spread **awareness** of our mission.

Advertising Initiative

Our project targets a mature audience- not children or teenagers. To stay customer-centric, we adopted the “**Vibrant Mature Consumer**” strategy by the Boston Consulting Group. This strategy focuses on two key components: **emphasizing direct, personal communication** and **value-based transparency**. Implementing this strategy guided us to visit over 300 businesses in-person while highlighting the importance of emerging entrepreneurs in the business industry.



We created a **Work Breakdown Structure** for each milestone to clearly define and assess the tasks needed, ensuring effective planning and organization. The dates indicate when each milestone was completed.



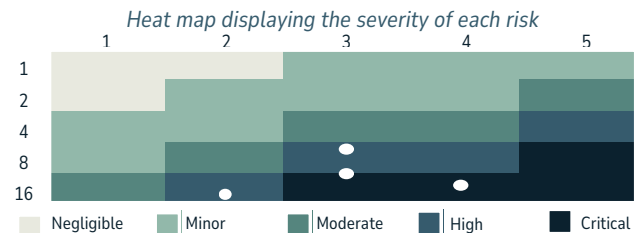
RISK MANAGEMENT PLAN

Lack of Attendance: We used the “Vibrant Mature Consumer” strategy to build connections, tracked RSVPs, tailored outreach to key demographics, and sought **professional feedback on our promotion and brand image**.

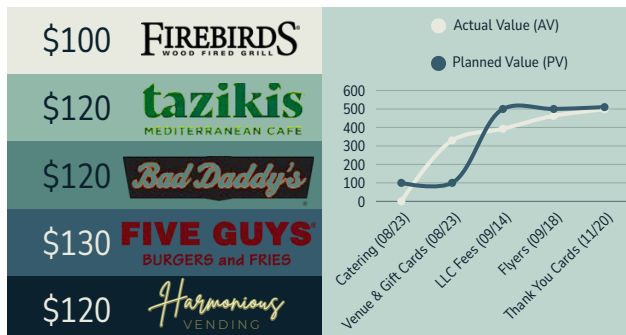
Uninteresting Content: We selected dynamic speakers through online research, added interactive stations, and incorporated a flyer activity. This aligned with studies showing that **52% of U.S. adults learn best through active participation**, creating a more immersive TechPath experience.

Hard to Follow: We developed a tangible toolkit to help attendees implement the curriculum at home for long-term retention. We also used a **continuous feedback loop**, which proved vital when we observed a noticeable amount of RSVPs from the 51+ age group for the workshop. As a result, we created the Intro to Canva lab to **make TechPath more comprehensible**.

Logistical and Speaker Issues: We visited the venue beforehand, arrived early, reviewed presentations in advance, and confirmed catering with vegan and gluten-free options. Also, to prevent speaker-related issues, we **maintained consistent communication with them and addressed concerns** that could disrupt the event or limit attendee engagement.



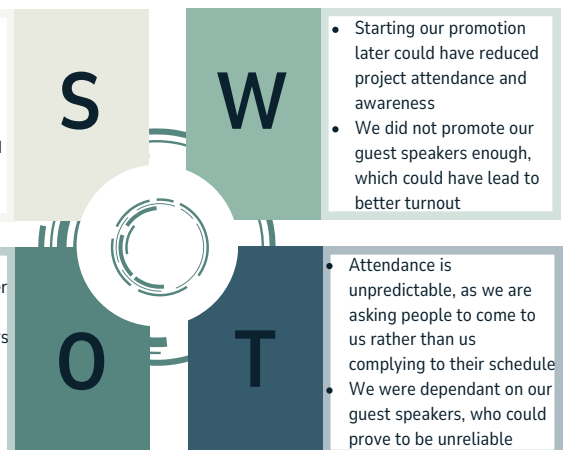
BUDGET AND SPONSORSHIPS



While we had initially budgeted \$510 for this project, we only spent \$498 (shown in the earned value plot above). We allocated a total of \$590 from sponsorships, contributing the remaining \$92 for TechPath's future endeavors.

- Knowledge on technology implementation
- Allowing businesses to increase operational efficiency
- Help teach technology, and graphic design to diverse demographics

- Networking amongst other emerging entrepreneurs and small business owners
- Improved efficiency in the local economy
- New innovation in the marketplace



EXECUTION

Virtual Professional Speaker Conference

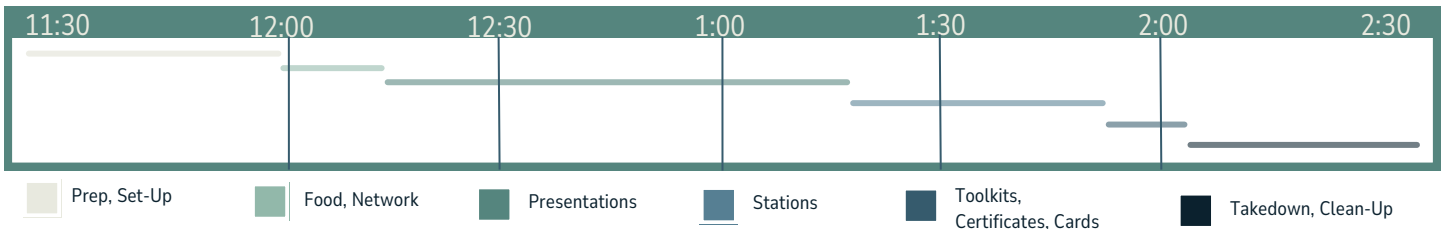
To ensure a smooth workshop, we held a conference with our speakers. They introduced themselves, their expertise, and their roles in the curriculum. We then confirmed that the presentations were done and emailed to us for review.

Lastly, we went over workshop logistics such as arrival time, dress code, and presentation order to ensure that we were prepared on event day.

Intro to Canva Lab

Our lab aimed to teach basic graphic design skills for applications on websites, social media, flyers, etc. Participants were taught about visual branding and practiced designing a flyer for any business, gaining hands-on experience. We then helped attendees and graded them on account of typography, content, graphics, and visuals, providing tips and feedback for each flyer.

TechPath Workshop



On November 23, we hosted a workshop at Unity Church, beginning with setup, equipment checks, and welcoming attendees. Although a traffic delay caused us to adjust the schedule, this gave guests time to network and enjoy food before the event officially started. When the majority of guests arrived, speakers delivered presentations based on our curriculum, incorporating discussion questions to foster interaction. Attendees then participated in hands-on stations while we introduced our podcast and toolkit. Finally, we concluded by distributing completion certificates and thank-you cards to commemorate the event.

MONITORING PROJECT QUALITY



We prioritized creating opportunities for participants to **network** through curriculum content and stations



Insight from the Tech Readiness assessment and professional advice helped refine our content to make it easily **implementable**



We added the Canva lab after noticing many workshop RSVPs in the 51+ age group. This ensured all participants received a quality **learning** experience.

CONTROLLING

ISSUES ENCOUNTERED	Speaker Conflict: A guest speaker was unable to attend only a few days before the workshop
	Traffic Delay: A major car crash occurred on the way to our workshop, delaying attendance
	Lack of Discussion Question
	Participation: there was reluctance in answering discussion questions



RESPONSE PLAN

We requested her to send a video and we answered audience questions with prior knowledge

We rearranged the schedule to ensure late guests wouldn't miss educational information

We directly called on audience members to answer questions encouraging later participation

EVALUATION

100%
Toolkits Collected
92%
Feedback Success Rate
227
Confirmed RSVPs
401
Total Social Media Followers
4/5
Canva Flyer Rubric Criterias Met

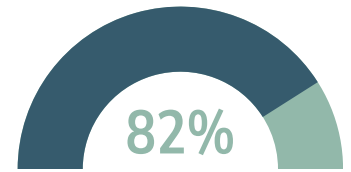
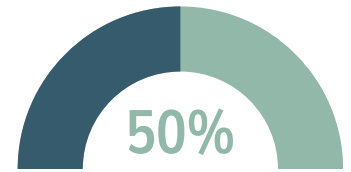
After competing in the North Carolina state competition, we collaborated with three organizations- TechSoup, Small Business Majority, and SCORE- to integrate our curriculum into their websites. Throughout March, we also visited booths at the Cary Night Market each week, distributing toolkits to small business owners.

Overall, TechPath is a prominent success through our curriculum, which empowers small business owners and emerging entrepreneurs with the tools and knowledge to **leverage technology in ways that transform their operations**. Small businesses form the backbone of most economies, and their efficiency and profitability directly **influence local and global markets**. By driving innovation in our target audience, TechPath helps **bridge the digital divide** that often limits their growth.

II. INITIATING

A. Statement of the Problem

Using technology in a small business can help enhance operations and drive growth within a venture. In this developing world, it is more important to work smarter than harder. Thus, implementing online platforms and techniques best fit for business needs can help streamline operations and efficiently manage tasks improving profitability and overall success. However, we have discovered that **many people are unaware of how to utilize and implement technology in their entrepreneurial pursuits**. Based on research by author Yaqub M., founder of BusinessDIT, SEO Consultant, and Certified Business Consultant by USIDHR, 50% of small businesses lack knowledge about which tools to use and 82% do not even use something as simple as mobile applications to manage their day-to-day operations. This implies an opportunity to create a pathway for technology implementation, enabling small businesses and emerging entrepreneurs to take their businesses to new heights.



Small businesses across St. Lucia show minimal usage of technology. Only 15% of manufacturers have websites and 54% are solely dependent on emails to advertise and contact.

This resulted in a loss of local sales because businesses could not get to potential customers fast enough and had been slow to adopt digital tools. Studies clearly show that such businesses were at a competitive disadvantage.

MISSION STATEMENT

Creating a pathway for small business owners and emerging entrepreneurs to learn how to effectively implement technology into their businesses to further develop their careers in the entrepreneurial world.

B. Project Scope

Purpose

The project **TechPath** involved hosting a technology workshop in which we shared our curriculum made from first-hand research and in-depth analysis. This was based on the most important technology implementations fit for our target audience. When starting in the business world, it can be hard for operations to run smoothly. This is why taking full advantage of technology can be an organized and cost-effective way to maximize success. Our hope is that small business owners and emerging entrepreneurs will learn to utilize the best-fitting technology available in the market to produce the most efficiently functioning project. **The TechPath Curriculum works to optimize business operations through technology in the following ways:**

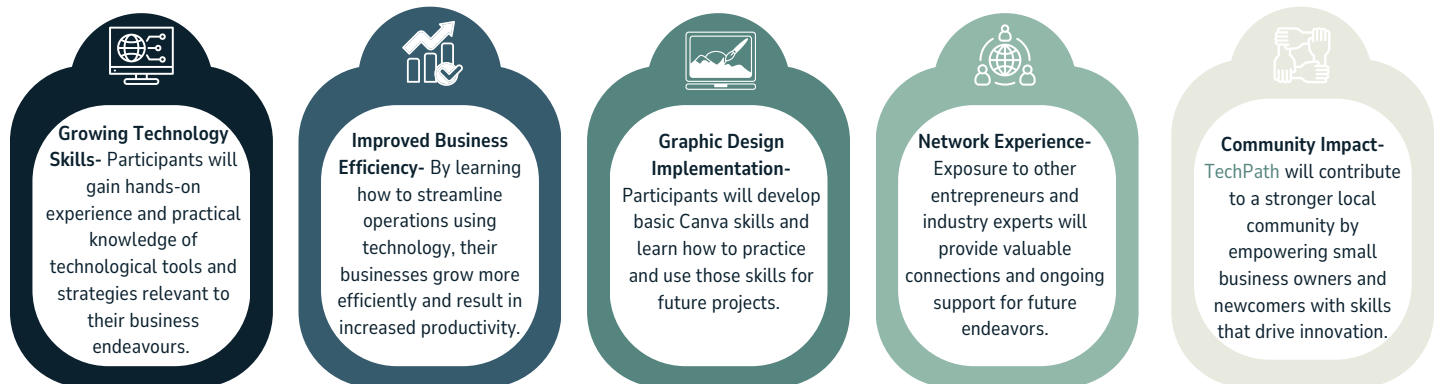
Digital Marketing	Customer Relationship Management	Data Analysis	E-commerce Solutions
Leveraging digital channels, resources, and platforms to promote products, services, or brands using Coolers, Canva, Generative AI , etc.	A strategy that businesses use to manage their interactions with customers and potential customers using GroupMe, Instagram, websites , etc.	Collecting, inspecting, and interpreting data that benefits and shapes a business using Google Analytics, Wave, Hubspot , etc.	The buying and selling of goods and services online between businesses, consumers, or both using Shopify, WooCommerce, Wix , etc.
Supply and Inventory Management	Customer Service	Cybersecurity	Artificial Intelligence
Keeping track of merchandise sold and tracking specific numerical measurements using Zoho Inventory, TradeGecko, Square, Toast , etc.	Communicating with customers by helping answer any inquiries or concerns using live chats, automated calls, self-service portals , etc.	Protecting systems and networks from digital attacks that could put valuable information at risk using antivirus/malware, firewalls, VPN , etc.	A growing platform that consists of a collection of technologies that allow computers to perform tasks that usually require human intelligence.

Rationale

Effective technology implementation is essential for growth, efficiency, and innovation in today's fast-paced business environment. Many small business owners and those beginning in the business world face challenges with integrating technology into their endeavors due to a **lack of resources, time, or understanding of the available tools and its benefits**. We originally thought that our target audience would solely be small business owners, therefore we **partnered with our valuable stakeholder, Dhvani Bhatia**. She is heavily knowledgeable in the digital resources that can help a business flourish. However, as we scouted businesses across our area, we realized we could expand our project towards a broader audience. Our cause, aside from just small business owners, could help those looking into personal branding, wanting to start a business, and overall, emerging entrepreneurs. One prominent feature of TechPath was targeting a mature audience. Intending to keep our project as customer-centric as possible, we adopted the **"Vibrant Mature Consumer" target market strategy, created by the Boston Consulting Group**; a global consulting firm that partners with leaders in business and society to tackle challenges and create opportunities. Research indicates that brands must approach mature audiences differently than they do younger audiences. This strategy helped us facilitate how to effectively promote to our target market focusing on two key components: **communicating directly and personally** with mature consumers and focusing on **persuasion based on values and transparency** (Boston Consulting Group). This is why when scouting for businesses, we wanted to incorporate the "Vibrant Mature Consumer" strategy by **visiting in-person to over 300 businesses and heavily emphasizing the value of emerging entrepreneurs in the business industry**. The backbone of TechPath is our **curriculum** which reiterates the primary operations a business must manage effectively. We aim to educate our target audience on how this can be done using digital platforms that have existed for years, and are simply not being utilized or have not been taught to be utilized properly. Our workshop allowed our target audience to **network, implement, and learn**. We hope Techpath participants will thrive and expand their businesses or personal endeavors by using the curriculum that will drive innovation in local communities everywhere.



Expected Benefits



III. PLANNING AND ORGANIZING

A. Project Goals

To better clarify our goals for TechPath, we outlined the promotional methods that were used numerous times throughout the project's execution.

Promotional Methods



Tech Readiness Assessment: A survey on our flyer that concluded how well our target audience already implemented technology. Based on the assessment results, we were able to determine the **most important topics and problems to cover in our curriculum, maximizing the scope of learning** for potential workshop attendees within our area.



“A Business-a-Week” Reels: Successful business owners were interviewed on how they implement technology, the platforms they use, and their impact. These Interviews provided **valuable input when making our curriculum**. They also served as engaging promotional content on Instagram reels, allowing viewers to revisit the information anytime.



Toolkit: A detailed booklet of the TechPath curriculum covering eight topics. The first five topics addressed primary issues in our area, identified via the Tech Readiness assessment and Dhvani Bhatia's expertise, which were covered in the workshop. The last three topics were researched as the most common inefficiencies in technology implementation. Teaching eight topics all at once might have resulted in people struggling to retain information and compromising quality of learning. This is why the remaining three topics were exclusively in our toolkit.



Podcast: An eight-episode podcast where we **discuss every topic** of our curriculum in detail with **personal anecdotes, advice, and scenarios**. The toolkit was the only other way to view the entire TechPath curriculum, and for the time being, they were only distributed during the workshop. This is why we used the podcast as a medium to access our full curriculum and learn about technology implementation at any time. Starting in March, we featured several business owners from our “A Business-a-Week” reels as guest speakers on our podcast to gain credibility from a mature audience.

Objectives

EDUCATE

Goal 1 - Educating Emerging Entrepreneurs and Small Business Owners on how to Better Implement Technology for their Brand or Business: Techpath's primary project was hosting a technology workshop presenting the five main topics in our carefully curated curriculum. Our workshop aimed to thoroughly educate our audience through in-depth presentations, discussion questions, and hands-on stations.

PREPARE

Goal 2 - Preparing Older Generations for the TechPath Workshop: While promoting our TechPath workshop, we distributed flyers with an RSVP form, including a question about age to tailor our curriculum effectively. Analysis revealed that, while most respondents were aged 18-40, there was notable interest from the 51+ age group. In response, we conducted the Intro to Canva lab to teach graphic design and advertising basics- a large part of digital marketing. This was done to sufficiently equip that age group with the skills needed to better understand our curriculum at the workshop.

NETWORK







Goal 3 - Giving a Platform for Emerging Entrepreneurs and Small Business Owners to Network: Techpath was designed to create conversation amongst all of its members through collaborative stations and discussion questions at the end of every presentation. Our hope was that this would give participants the chance to engage with each other, network about their experiences starting in the business world, and learn.

AWARENESS

Goal 4 - Spreading Long-Term Awareness for our Cause: We created a social media presence to promote technology implementation. A key part of our strategy was the “A Business-a-Week” reel segment and podcast, both of which are currently featured on TechPath's social media platforms. Our goal was for followers on Instagram and Spotify to be able to access TechPath content anytime, long after the workshop. As a non-profit, TechPath also attempted to collaborate with other organizations focused on small businesses, encouraging them to display and implement our toolkit on their websites. We ultimately coordinated with TechSoup non-profit, Small Business Majority organization, and SCORE, a business mentorship that applied our curriculum to their programs.

B. Human Resources Management

To ensure the project's success, we allocated tasks based on individual strengths and weaknesses, determined through a **360-degree feedback survey**. This survey was distributed to ourselves, parents, teachers, and peers and provided a precise, unbiased assessment of our skills using a personality matrix.

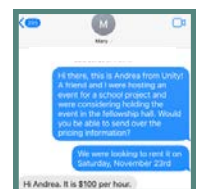
<p>Andrea Stounder Project Manager</p>  <p>Student at Panther Creek High School</p> <p>Strengths: Communication, problem-solving, adaptability, analytical skills</p> <p>Responsibilities: Spoke with Unity coordinator, rented facility, podcast coordinator, budgeting, risk management advisor, developed TechPath curriculum via toolkit, researched and generated a presentation on supply and inventory, community outreach</p>	<p>Naisha Saxena Project Manager</p>  <p>Students at Panther Creek High School</p> <p>Strengths: Public speaking, scheduling, decision-making, creativity, adaptability</p> <p>Responsibilities: Coordinated with guest speakers and AED president for advertising, social media coordinator, developed TechPath curriculum via toolkit, researched and generated a presentation on e-commerce solutions, organized catering, community outreach</p>	<p>Dhvani Bhatia Project Stakeholder</p>  <p>2016 Ted Talk Speaker and Global Brand Manager for William Grant and Sons</p> <p>Strengths: Industry knowledge, digital marketing, technical proficiency, communication, presentational speaking</p> <p>Responsibilities: Curriculum advisor, professional speaker, generated presentations on Canva and digital marketing, judged and graded flyer designs from the lab activity</p>
Professional Speakers		
<p>Anu Mehra</p>  <p>Marketing Manager at Eaton, Owner of Reynaa Beauty, and on the Board of Directors at NCIAP</p>	<p>Ishita Saxena</p>  <p>President of Alpha Epsilon Delta Honor Society at North Carolina State University</p>	<p>Tia Redman</p>  <p>Social media and technical facilitator at Unity Church of the Triangle</p>
<p>Strengths: Public speaking, presentational skills, technology utilization, efficiency, branding</p> <p>Role: Presented topics from the TechPath curriculum</p> <p>Responsibilities: Developed presentations and utilized them to educate emerging entrepreneurs and small business owners on how to implement their specialties in relation to our curriculum</p>		

C. Schedule

i. Milestones

1 Initial Planning 1

Sequence of Project Deliverables: The project team collaborated to **identify key deliverables, establish their sequencing, and determine the tasks necessary** to achieve them. After several discussions, our team outlined various essential jobs for successful project performance. These included advertising and customer outreach, finalizing the budget, securing sponsorships, confirming the venue, and finally, planning and executing the project.





Design Curriculum: The first step in developing our TechPath curriculum was conducting the **Tech Readiness assessment**. We distributed the QR code for the assessment both online and in person, encouraging participants to share their perspectives. **Their responses highlighted technological inefficiencies in our area**, guiding us in selecting topics to cover in our curriculum. Additional insights were gathered through **online research and guidance from Dhvani Bhatia**, whose expertise in the field greatly influenced the content we included.

Sponsorships: Based on an estimated budget, we looked for sponsorships in order to execute our project plan. This was done by **going door to door to numerous businesses and inquiring on company websites**. We found that the most effective way to receive monetary donations was by **speaking to people in person and sharing our mission**. After allocating our sponsorship money, we refined our plan, adjusted the execution strategy, and solidified project expenses.



Finalize Budget: We finalized the budget after securing sponsorships, but with the addition of the Canva lab, we reduced expenses by **eliminating decorations, an extra hour of venue rental, and gift bags** (replaced with thank-you cards and coupons). We also chose **not to include catering for the Canva lab** to maintain a focused, more intimate setting between Dhvani Bhatia and the attendees to maximize learning. Although we **considered charging an entrance fee**, we decided against it, recognizing that our audience often works with limited budgets, and a fee could have excluded many potential attendees.



Advertisement & Outreach



Meeting with a Cary Town Councilwoman: After finalizing logistics, we shifted focus to advertising, starting with **designing a flyer for the workshop** that included event details, guest speakers, and sponsors. We **met with Councilwoman Sarika Bansal**, whose campaign experience gave us valuable insights into promoting TechPath. This led to an in-depth discussion on how we wanted the TechPath brand to be perceived and ultimately led to us redoing our flyer. Meeting with her also contributed to our reason for **opening social media accounts** which helped us create a **cohesive brand image** across all platforms.



Utilizing the “Vibrant Mature Consumer” Strategy: To kickstart promotion, we used The Boston Consulting Group’s **“Vibrant Mature Consumer”** strategy to attract a mature audience, which aligned with our target market. **We visited shopping malls, downtown areas, and fairs multiple times a week for two months, distributing about 200 flyers and visiting over 300 businesses.** In addition to in-person promotion, we advertised via Instagram, Facebook groups, Spotify, and LinkedIn.

Presenting to AED and Unity: A key part of our outreach involved **speaking at Unity Church of the Triangle and NC State’s AED Honor Society**. Unity’s older congregation greatly aligned with our target audience, while AED added our workshop to their **monthly list of skill-building events** that honor society members could attend to gain club hours. These efforts **significantly boosted attendance and increased visibility** for both our Intro to Canva lab and TechPath workshop.

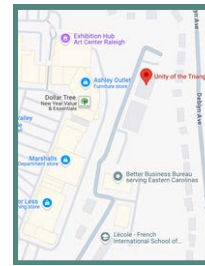


3 Workshop Preparation



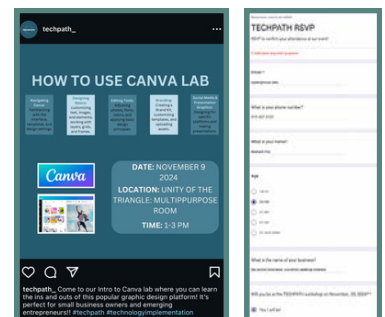
Finalize Guest Speakers: This began with **obtaining guest speakers at the Reynaa Night Market, Unity Church of the Triangle, and PackaPalooza**. At the Reynaa night market, we gained a verbal commitment from both Dhvani Bhatia and Anu Mehra. At PackaPalooza, we secured our guest speaker Ishita Saxena, and lastly, we engaged Tia Redman, the social media and technical facilitator at Unity of the Triangle.

Finalize Venue: Next, we researched venues for our project near the Triangle area and ultimately decided on **Unity Church of the Triangle** due to location, overall appearance, and their non-profit rate that gave us a discount for renting two rooms. During this process, we often communicated with the **Operations Director of Unity of the Triangle, Mary**. She helped us secure the venue with ease and made sure the Fellowship Hall was ready on workshop day, along with the upstairs classroom being properly assembled on the day of our Canva lab.



Virtual Professional Speaker Conference: We initially wanted **one guest speaker per curriculum topic**, however, we decided to **present a topic each ourselves to showcase a personal initiative** with the curriculum. Ultimately, we **secured four guest speakers** to present alongside us. The goal of inviting professional speakers was to **demonstrate credibility**, as it can be challenging for adults to view high school students as educationally plausible. Once the speakers were confirmed, we finalized a conference date. We **created an agenda** covering dress code, arrival time, presentation order, and deadlines for submitting materials. Finally, we selected Zoom as our online platform and sent out email invitations to begin the conference.

Intro to Canva Lab: In preparation, we compiled a list of attendees from our workshop RSVP form that **selected the “51 and older” age option**. This list included around 40 participants. We then sent an invite to them regarding information on the upcoming lab, including the **date, location, activities, and guest speaker**. Once invites were sent out, we promoted this event through our social media pages. We predicted that our lab would be a **productive learning experience** as studies underscore that mature consumers have a higher interest in trying new things and a desire to learn (Boston Consultant Group). This was proven true through the **active conversation and their eagerness to learn about Canva**, which we observed among the attendees.



4 Workshop & Community Initiative

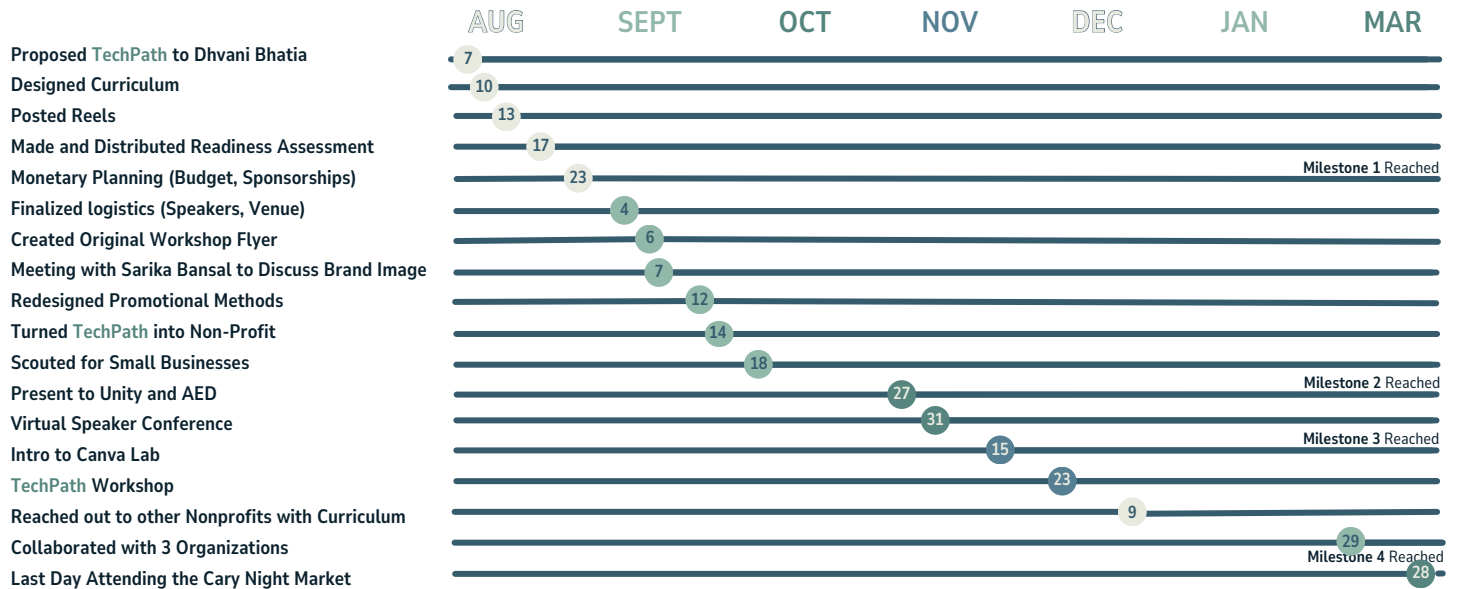


TechPath Workshop: The workshop included segments of **guest speaker** presentations and **interactive stations**, educating those attending on the skills needed to implement technology into their business or personal endeavors. The concepts taught were from the **TechPath curriculum** and gave attendees the opportunity to **network, implement, and learn**. With **over 100 emerging entrepreneurs and small business owners** looking to learn from our curriculum, we observed that the project was able to impact newcomers in the entrepreneurial world and support business efficiency.

Collaborations and Awareness: After reaching out to non-profit organizations to feature our toolkit on their websites, we coordinated with **TechSoup**, a **non-profit** that added our curriculum to their Resources tab; **Small Business Majority organization**, that allowed us to publish an article about technology benefits for emerging entrepreneurs in their blog section; and **SCORE**, a **business mentorship**, where we introduced **TechPath** in their “Resource Hub.” Following our state competition, we concluded that our reach was limited because our extended curriculum was only tangibly accessible at our workshop. Therefore, to grow our influence within the town of Cary, we attended the **Cary Night Market- a fair featuring over 50 small business booths**. Every Friday in the month of March, we **walked from booth to booth**, distributing our toolkits, sharing technology tips, and promoting our social media.



ii. Timeline



D. Quality Management Plan

To ensure quality in our project, every key metric corresponded to the completion of a project goal.

KEY METRICS				
TOOLKITS	FEEDBACK	RSVP	SOCIAL MEDIA	FLYER ACTIVITY
70%	90%	120	300	4/5
Collected	Success Rate	Minimum RSVPs	Total Followers	Criteria Met

TOOLKITS

Number of Toolkits Collected at the End of the Project - Spreading awareness and educating individuals about our mission is guaranteed when an adequate amount of our toolkits are collected at the end of our event. If **70%** of printed toolkits are **collected**, **Goal 1: Educate** will be completed.

FEEDBACK

Feedback Forms - At the end of the workshop, attendees will reflect on the impact of the event through feedback forms in order to measure retention and learning. By doing this, we can determine whether or not our workshop and curriculum were beneficial. If a **90% success rate** and positive feedback from respondents is received, we can ensure the completion of **Goal 1: Educate**.

RSVP

RSVP Attendance Confirmation - A significant number of attendees will enable adequate networking with professionals and other TechPath participants. A minimum of **100 RSVPs** to the workshop and **20 RSVPs** to the Intro to Canva lab will ensure sufficient attendance. Achieving this will fulfill the requirements of **Goal 3: Network**.

SOCIAL MEDIA

Social Media Traffic (Spotify, Instagram) - We tracked how many followers and views our Instagram “A Business-a-Week” reels and posts were getting along with the number of Spotify listeners we gained from our podcast. Reaching a total of **300 followers** across our social media platform will secure the completion of **Goal 4: Awareness**.

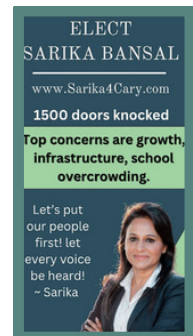
FLYER ACTIVITY

Intro to Canva Lab Flyer Activity - The primary goal of the Canva lab was for participants to familiarize themselves with the templates, tools, and other platform features in preparation for the workshop. To achieve this, individuals created an advertisement flyer for a chosen business using Canva. This activity ensured that participants knew how to utilize basic Canva skills. The flyers were then presented, and Dhvani Bhatia graded them on account of her advertisement flyer rubric. If **4/5 criteria were met** by all lab attendees, the completion of **Goal 2: Prepare** is guaranteed.

E. Risk Management Plan

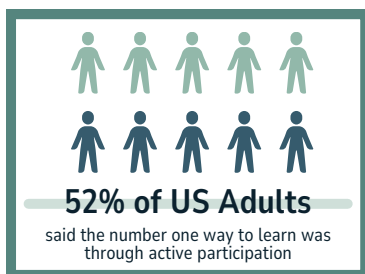
Lack of Attendance

One major concern was a **LACK OF ATTENDANCE**. We concluded it would be difficult to attract enough attendees since we asked individuals to come to us rather than we go to them. Without sufficient attendance, we wouldn't be able to share our curriculum and reach our goals of educating on a broader scale. To avoid this, we focused heavily on promotion. Utilizing the “Vibrant Mature Consumer” strategy, we found that the **most effective way to reach attendees was to form a personal bond**. Periodically, we tracked attendance through our RSVP form. If we saw many attendees from a specific demographic, we tailored promotion toward them to ensure the best turnout. Finally, we decided to **seek professional advice from Sarika Bansal**, who ran a very successful advertising campaign to withhold her position. We requested her professional advice after the initial draft of our flyer and promotional material was made.



Cary Councilwoman Sarika Bansal's promotional campaign poster

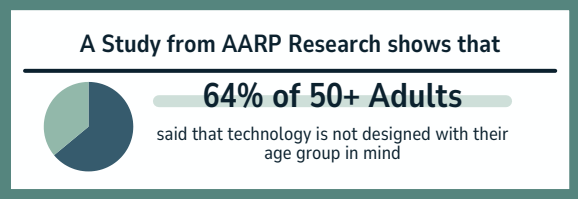
Uninteresting Content



A substantial problem was the potential for **UNINTERESTING CONTENT**. This could lead to **disengaged attendees and limited project growth**. To address this, we were **meticulous in selecting guest speakers**, aiming for professionals who were experienced in their field, comfortable presenting to large audiences, and entertaining enough to captivate attendees. Our speaker selection process included researching candidates on social media, LinkedIn, and articles to ensure they met these criteria. In addition to selecting dynamic speakers, we incorporated interactive activities to maximize engagement. Research shows that “52% of U.S. adults say (the) number one way to learn is through active participation” (Corinthian Colleges, Inc.). Both events utilized this approach with **stations, discussion questions, and the flyer activity**. Implementing these strategies helped to foster learning and peer networking, allowing attendees to fully immerse themselves in the TechPath experience.

Hard To Follow

We aimed to ensure the workshop and lab were not **HARD TO FOLLOW**. To mitigate this, we made a **tangible toolkit and targeted our marketing** to ensure that the information was suitable for our audience. Attendees were encouraged to take home the toolkit to review the material on how to implement the curriculum. This approach aimed to ensure **long-term retention** of the content for maximum impact. If attendees did not fully grasp the information during the session, the toolkit served as a valuable resource for later review. To enhance productivity, we utilized a **continuous feedback loop**, which monitors what can be improved throughout the project rather than reflecting after the project ends. This was crucial in developing the Canva lab since feedback revealed a significant number of respondents aged 51 and older. According to a study by AARP Research (2024), “64% of 50-plus adults said technology is not designed with their age group in mind” (Kakulla). After noticing this trend, we were worried that attendees of older demographics would be unable to follow along with the content. The lab was made to give them more background information going into our workshop.



Logistical and Speaker Issues

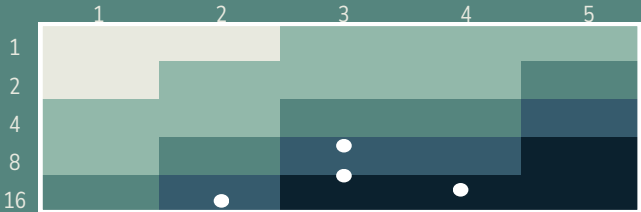


Unity Church of the Triangle
Raleigh, NC

Next, we were hoping to risk-manage all possible **LOGISTICAL AND SPEAKER ISSUES**. Logistical issues could result in an inability to present topics or eat and engage with others. To prepare for any potential malfunctions, we confirmed and reviewed all of these aspects beforehand. This included **visiting the venue** before renting, **arriving half an hour before** the start of our event, **reading through presentations** in advance, and **contacting catering services** days before the workshop and lab. We also included **vegan and gluten-free options** in our catering, ensuring every workshop attendee had something to eat. These precautions assured us that we were less likely to have any issues outside of our control. Seeing that an appealing factor of the workshop and lab was our guest speakers, we highly prioritized consistent communication. If a speaker had any complications or could not attend either of the two events, this could have resulted in an incomplete delivery of information and hinder the opportunity for attendees to ask questions. To avoid this, **we met and organized with each speaker** in advance for updates on their presentations and to solidify that they **had no questions or concerns**.

Below, we included a **risk heat map**, displaying the significance of each issue listed above. Categorizing each risk's severity allowed us to prioritize the risks we deemed more detrimental.

Risk	Probability	Impact	PI Score
Lack of Attendance	4	12	48
Uninteresting Content	3	5	15
Hard to Follow	2	15	30
Logistical & Speaker Issue	3	8	24



Negligible Minor Moderate High Critical

F. Proposed Project Budget

PURCHASES	DESCRIPTION	PROPOSED	ACTUAL
Venue	Unity Church for two events with nonprofit discounts	\$400	\$330
Catering and Utensils	Firebirds, Harmonious Vending, and Taziki's food	\$100	Sponsors
Thank You Cards	150 cards bought to be distributed to all workshop guests	\$10	\$35
Printing Toolkits	50 copies available for workshop participants to take home	Free	Printed at Home
Nonprofit	LLC fees (not included in the original budget)	n/a	\$63
Gift Cards	Gift for attendees (not included in the original budget)	n/a	Sponsors
Printing Flyer	300 copies hung and passed out at numerous fairs, malls, etc	Free	\$70
TOTAL:		\$510	\$498

Sponsors

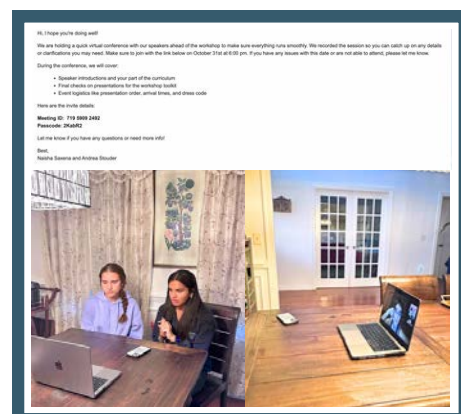
Firebirds \$100 	Tazikis \$120 	Bad Daddy's \$120 	Five Guys \$130 	Harmonious Vending \$120 
TOTAL: \$590				

After our event, we had a remaining \$92 from sponsorship money. The remaining money was contributed to our nonprofit organization and TechPath's future endeavours.

IV. EXECUTION

Virtual Professional Speaker Conference: October 31

To ensure everything went smoothly at the workshop, we held a **virtual conference** for our four professional speakers. We screen-recorded the conference in case anyone needed reconfirmation of the content discussed. The conference began with the speakers **introducing themselves, their expertise, and the portion of the curriculum they were in charge of**. Once introductions were over, we confirmed that all presentations were finalized and sent to our email for review. This was crucial for adding information from their presentations to our toolkit. Lastly, we went over event logistics including the **order of presentations, time of arrival, and dress code**, and ended with **any questions** they may have. We thanked them for attending, and once the conference was over, we made sure to send every speaker the conference recording.



Intro to Canva Lab: November 15

DHVANI BHATIA'S CANVA PRESENTATION

For the lab, Dhvani Bhatia **presented a slideshow** on Canva features. She spoke about navigating the app and what tools were best to use based on different types of designs (for example, a **website, presentation, social media post, video, flyer, etc**). The main purpose of this presentation was for our older audience to familiarize themselves with this graphic design platform that is easy for any type of business or business project.

INTRODUCING ADVERTISEMENT FLYER RUBRIC

As a brand manager, Dhvani Bhatia has the knowledge of what elements make a clear and effective advertisement flyer. Based on this, we **asked Bhatia to curate a rubric** on her standards for what makes a good flyer. She included criteria regarding **typography, content, graphics, and visuals** to guide the creation of a persuasive and promotional flyer suitable for any project.

MAKE YOUR ADVERTISEMENT FLYER ACTIVITY

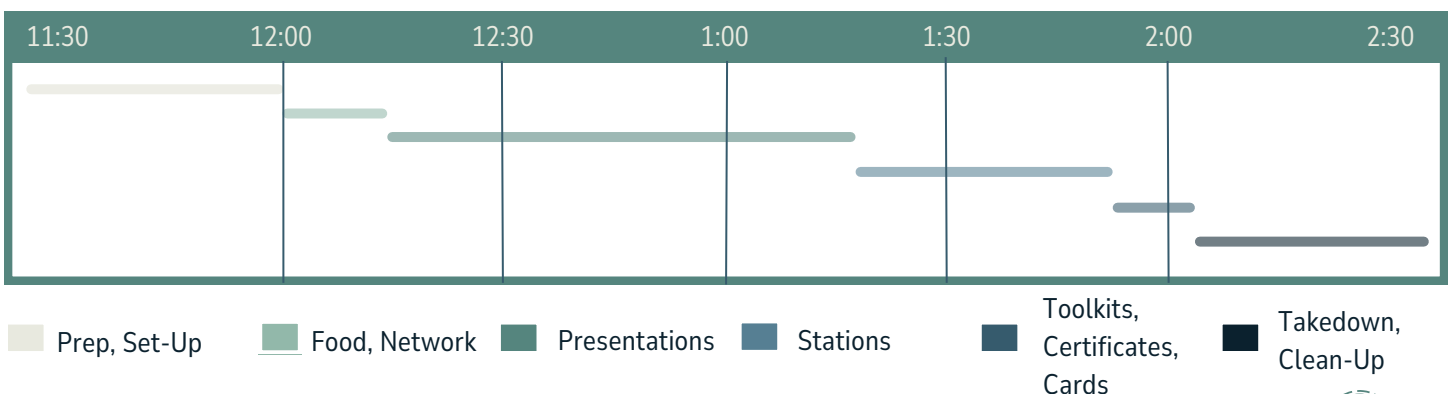
After presenting the rubric, we introduced our flyer activity. This activity involved each participant **making an advertisement flyer for any business or project of their choosing**. They attempted to follow the rubric as best as possible, allowing them to **practice using the tools and features of Canva**. For the majority of our members, this was their first time using Canva, and the lab gave participants the opportunity to gain valuable hands-on experience that could directly benefit their business or project.

PRESENTING AND GRADING THE FLYERS

We walked around, helping participants design their flyers. Even if some were unfinished, we still wanted to give everyone a chance to **share the features** they decided to add. This included **color schemes, headlines, pictures**, and more. After presenting the flyers, Dhvani Bhatia graded them on a 20-point, five-category scale according to her rubric while providing **tips and feedback for each flyer**.

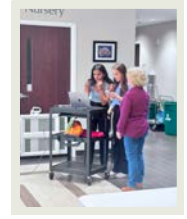
TechPath Workshop: November 23

Due to the tight schedule of our workshop, we created a **Gantt Chart** to display our approach when organizing the agenda. By visually outlining tasks and timelines, it showcases our ability to effectively plan and manage the workshop logistics.



11:30

Before the workshop, we **printed certificates, wrote thank-you cards, and picked up the catering services** on the way to the venue. The day began by arriving at Unity Church of the Triangle half an hour before the event. During this time we and our families **organized stations, displayed the food,** and checked that both the **projector and speakers were functioning** correctly. We also allowed speakers the opportunity to **read through their presentations.** As guests arrived, we stationed our family members to welcome them at the door and lead them into the room while we finished setting up.



Setting up with Unity Coordinator, Mary

12:00



Catered food on display for attendees to grab

As attendees entered the vicinity, they were directed to **grab food and get to know the people** they sat next to. While this was originally supposed to occur near the end of the workshop, a major **car crash** on the highway to our event caused a **slight delay** for some of our guests. We decided to **delay the presentations** until the majority of the guests had arrived to ensure everyone received a complete and immersive learning experience. This worked out well because it **allowed attendees to warm up to one another** and be more comfortable in the workshop before the presentations and stations began.

12:15

Once the majority of attendees arrived, we **introduced ourselves and guest speaker presentations began.** First, Anu Mehra, our introductory speaker, presented her experiences as a small business owner. This included personal anecdotes from her journey to owning a small business and the technical implementations she has learned. Next, Dhvani Bhatia gave a presentation on digital marketing. Following Bhatia, Ishita Saxena discussed customer relationship management, Tia Redman covered data analytics, Naisha Saxena explored e-commerce solutions, and Andrea Stouder talked about supply and inventory management. Following each presentation, all guest speakers incorporated **three discussion questions to make the workshop more interactive.**



Introducing TechPath at the beginning of the workshop

After the presentations, attendees walked around to different stations gaining hands-on experience based on the five topics presented.

Digital Marketing

They pick an existing business and give it a new color palette using Coolers

Customer Relations Management

Attendees talk in groups to address scenarios when a customer is having a technical issue

Data Analytics

Attendees analyze website analytic trends on a graph to strategize for slow periods

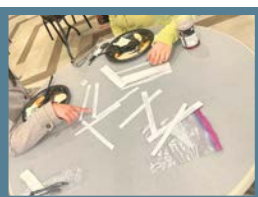
E- Commerce Solutions

Groups play a card sorting game matching ecommerce platforms to their purposes

Supply and Inventory

Explanation and walk-through of how to use the Square point of sale (POS) system

1:15



E-Commerce solutions station: card sorting

Guests **walked from station to station**, continued talking to those sitting next to them, and asked our guest speakers questions during this time. This was also when we **introduced our toolkit and podcast** as a way to inform people of the extended version of our curriculum. We strongly encouraged participants to listen to our podcast and take a copy of the full curriculum to **learn about the last three topics of TechPath.** These were piled up for people to grab near the door so that participants would be reminded to take one on their way out.

Finally, to commemorate the workshop, we thanked all participants for attending. This was an opportunity for us to **market our nonprofit organization** and describe our future goals. We wanted not only for this workshop to be successful but for it to pave the way for TechPath in the future. As guests began to leave, we passed out printed documents with each person's name on them as a TechPath certificate of completion. We also ensured **everyone took a thank you note**, containing a \$10 gift card from either Five Guys or Bad Daddy's Burgers.



Attendees taking thank you cards with a coupon

Partnerships & Community Initiative: December 9th - March 28th



Distributing the TechPath toolkits at the Cary Night Market

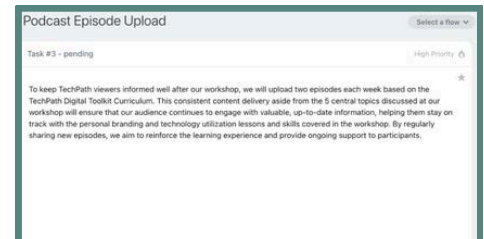
On December 9th, we began reaching out to nonprofits about featuring our toolkits on their websites. Over the months of December and January, we **coordinated with TechSoup, Small Business Majority, and SCORE**, and by January 29th, the TechPath curriculum was officially published on all three platforms. In order to expand our curriculum's community impact, we **attended the Cary Night Market**- a small business fair- every Friday in March, going booth to booth and distributing our toolkits. This began on March 7th.

V. MONITORING AND CONTROLLING

A. Monitoring

Schedule

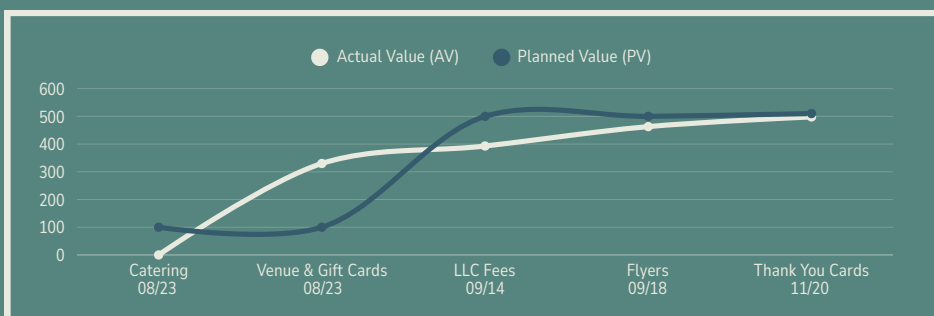
To stay on track and maintain organization amongst our team, we used **Asana**, a project management task-tracking tool, to **assign goals, set deadlines, and ensure the completion of every compulsory task** throughout the project. This included tasks such as uploading podcast episodes, going to specific places to business scout, ordering catering, and more. We found this easier and more organized than texting to remind the other person when to do each task. By using this approach, we determined that as tasks were completed on time, we were on schedule to execute our project on the dates planned.



Using Asana to assign "Podcast Episode Upload" task

Budget

Once we finalized that TechPath would host a workshop, we recognized this would entail underlying costs. This meant securing a venue and catering food. We approached numerous businesses inquiring about sponsorships as a practical way to fund those costs. Ultimately, TechPath was sponsored by five businesses, which fully covered all expenses. Throughout the project, we closely monitored our budget by **tracking expenses against sponsorship funds** through an **earned value plot** (shown below). This ensured that we **stayed within our financial limits** and made informed adjustments when necessary.



EARNED VALUE PLOT

The earned value plot illustrates our project's budget, highlighting Actual Value (AV) and Planned Value (PV) against key purchase dates.

Ex. August 23, catering was secured at no cost through sponsorships, despite a planned budget of \$100.

Project Quality



To ensure the quality of our project, we prioritized creating opportunities for TechPath participants to learn not only from us but also from one another. This interaction, alongside the curriculum content taught, allowed participants to discuss and **share ideas, fostering collaboration**- an essential skill in the entrepreneurial world.



For participants to be able to properly implement our curriculum, we had to ensure that it was of high caliber. Using the identified issues from our Tech Readiness assessment along with Dhvani Bhatia's professional insight, we **refined our content to guarantee a practical impact**.



Our initial plan was to host a single workshop, but after noticing many older participants among our RSVPs, we added the Canva lab. This ensured **all participants received quality education** and could effectively apply TechPath's curriculum, maximizing the value of the main workshop.

B. Controlling

ISSUE ENCOUNTERED

Speaker Conflicts: An issue we didn't prepare for was one of our guest speakers, **Tia Redman, being unable to attend** only a few days before the event. We asked speakers for presentations weeks in advance, held a conference to check in with them, and maintained constant communication. However, we did not prepare for this last-minute event change, as it **impeded our attendees ability to ask questions** and engage with Tia Redman.



RESPONSE PLAN

Instead of being there in person to present her topic, we requested Tia to **send in a video** discussing her presentation remotely. When it was her turn to present, we displayed her prerecorded video on the projector. Although she was unable to answer questions herself, we still tried our best to **answer questions from the audience with our prior knowledge** on the topic.



Traffic Delay: On the day of the TechPath Workshop, a **major car crash** occurred on the main highway leading to our event. When our workshop was planned to begin, our **attendance was much lower than expected**. This was challenging, as participants missing the opening content of the curriculum would have negatively affected their scope of learning.



To mitigate this, we **changed the schedule of our workshop** a few minutes before its official start time. While our workshop itinerary originally planned for the eating and networking segment to happen after the presentations, we asked guests to mingle and eat as they came in. This way, guests arriving late **wouldn't miss out on anything educational**.

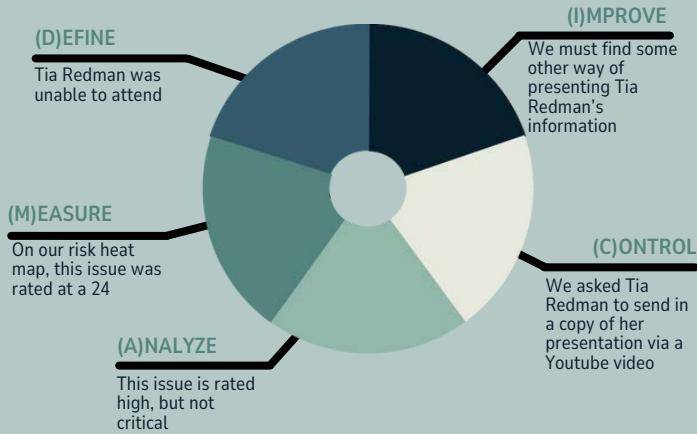


Lack of Discussion Question Participation: An issue we confronted during the TechPath workshop was **awkwardness and reluctance** to participate during discussion questions in front of a large audience. We asked the speakers to design these questions to **foster interaction and facilitate meaningful conversations** between the audience and industry experts. If we did not get responses to questions, there was no benefit of including them at all.



To address this, we directly engaged audience members by **calling on them to answer questions**, encouraging participation and breaking initial reluctance. While tension and hesitation was evident at the start, our efforts to create a welcoming atmosphere gradually eased the discomfort. This shift from hesitation to active participation **strengthened a sense of community**.





SIX SIGMA CONTROL CHART

We used the DMAIC strategy from Six Sigma, a process improvement methodology developed by Bill Smith at Motorola in the 1980s. Its purpose is to improve efficiency and implement corrective actions.

An example control chart is shown to the left, addressing our first issue of **Speaker Conflicts**.

VI. CLOSING THE PROJECT

A. Evaluation of Key Metrics

EVALUATION OF KEY METRICS				
TOOLKITS	FEEDBACK	RSVP	SOCIAL MEDIA	FLYER ACTIVITY
100%	92%	227	401	4/5
Collected	Success Rate	Confirmed RSVPs	Total Followers	Criteria Met

TOOLKITS

100% of the Toolkits were Collected at the End of our Workshop: We did this by introducing our full curriculum online and at our lab in hopes that people would pick one up when leaving the workshop. This helped surpass the amount of toolkits we wanted to have collected.



Exceeded Evaluation of:
Key Metric 1

FEEDBACK

We Evaluated that 92% of Feedback Form Respondents Learned something from our Workshop: Through feedback forms, we were glad to see that the majority of our attendees left the workshop having said that they gained knowledge on technology implementation.



Exceeded Evaluation of:
Key Metric 2

RSVP

For our Lab, we had 31 RSVPs, and for our Workshop, 196: We had 24 attendees at our Intro to Canva lab and 118 attendees at our TechPath workshop. Although the numbers from our expected and actual attendance were significantly different, we still reached our attendance goals.



Exceeded Evaluation of:
Key Metric 3

SOCIAL MEDIA

We Currently have 347 Instagram Followers and 54 Spotify Listeners: Throughout our project, we had a steady incline of followers on social media. We ensured this by actively posting and advertising about our events, following potential attendees, and keeping our platforms as engaging as possible.



Exceeded Evaluation of:
Key Metric 4

FLYER ACTIVITY



Every attendee of our Canva Lab Obtained at least a 4/5 on their Advertisement Flyer: During the flyer activity, we walked around assisting participants to help them complete the objectives on Dhvani Bhatia's rubric. This resulted in every attendee reaching an adequate skill level when using Canva.

Exceeded Evaluation of:
Key Metric 5

B. Lessons Learned

Initiating- Personal Promotion

When promoting the event and analyzing attendance, we discovered that the majority of participants at our workshop were **engaged through one-on-one interactions**. This valuable insight taught us that establishing a **direct and meaningful rapport** with your target audience is one of the most effective ways to promote yourself, your brand, or an event successfully.

Planning and Organizing- Unreliable Adult Attendance

While organized groups and children (monitored by parents or advisors) are easy to rely on, **adults have to make the active decision to show up**. We had to scope out every individual who could potentially be at our event **instead of directly organizing with a set group**, such as a school or club. Another issue we experienced with marketing towards adults was their tendency not to take us seriously as young students who lack credibility. While we believe bringing in guest speakers did slightly help with this, we cannot prove it did not play a factor in attendance.

Execution- Time Management

As Canva lab attendees were making their advertisement flyers, we realized that for time purposes, we had to quickly move on to grading and presenting them. This resulted in a **few attendees having unfinished flyers**. If we had created a **time-based itinerary** before the lab, we could have allotted the appropriate time to make, grade, and present the flyers. This way, everyone could have had their complete and final flyers presented for all attendees to see.

Monitoring and Controlling- Flexibility is Key

At the last minute, a guest speaker of ours was not able to attend the workshop due to an emergency. Because of this situation, we asked her to send us a video of her presenting her topic just an hour before the workshop. While this turn initially had us worried, we were able to keep an **open mind and find a solution** to the problem. From this, we learned that **no person can be fully reliable**. One must be able to prepare for the worst-case scenario and refrain from thinking that everything will always go as planned, as this is highly unrealistic.

C. Recommendations For Future Projects

Emphasize Marketing and Brand Factor

To ensure adequate attendance at an event, branding must start months in advance. If someone were to execute a project similar to ours, we recommend spending time developing **promotional methods that match your brand image** well. Marketing, even coming down to the color pallet chosen, will greatly influence whether or not someone will show up to an event. This is why we carefully considered how our podcast and Instagram reel segment would align with the TechPath brand and enhance cohesivity.

We recommend that you always have an **easy-to-use backup plan for any project**. When our guest speaker could not attend at the last minute, we frantically tried to have her presentation video made and sent to us. If we had considered this issue earlier and asked all speakers to send us backup videos in weeks prior, this obstacle could have been avoided.

Tailor your Content

Once we observed that a noticeable portion of our workshop attendees were of older ages, we thought about how we could **tailor our content to make TechPath more impactful**. Although we couldn't change our curriculum content, the Intro to Canva lab was an impromptu effort to provide more focused education for that age group. We recommend that if applicable, make sure your **project is suitable for all audiences to learn and retain from**.

Promote your Strengths

We should have **prioritized highlighting our guest speakers** as a key element in our marketing strategy. While we advertised features such as food, coupons, and information, what we did not emphasize enough were guest speakers. Although our flyer mentioned the speakers at our event, it lacked specifics such as names and occupations; for example, that we had a TedTalk speaker at our event. Promoting this could have boosted credibility and headcount. We recommend **centering project promotion around your strengths** in order to ensure the best turnout.

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VIII. APPENDIX

Tech Readiness Assessment

This assessment will collect information on how well small business owners utilize technology for their businesses success.

1. Do you have a website? (Multiple Choice) *

☐ Yes ☐ No ☐ Im not sure

2. If yes, how often do you update it with new changes? (Textbox) *

3. Do you allow customers to leave reviews through surveys or other feedback platforms? (Multiple Choice) *

☐ Yes ☐ No ☐ Im not sure

4. Do you sell your merchandise on E-commerce platforms (ex. amazon) (Multiple Choice) *

☐ Yes ☐ No ☐ Im not sure

5. Do you use online platforms that helps you track sales trends and marketing performance? (Multiple Choice) *

☐ Yes ☐ No ☐ Im not sure

6. How regularly do you interact with your customers and followers via social media? (Multiple Choice) *

☐ Not regularly at all ☐ Sometimes ☐ Neutral ☐ Regularly ☐ Very regularly

TECHPATH RSVP

RSVP to confirm your attendance at our event!

* Includes required questions

Email *

What is your phone number? *

What is your name? *

Age *

What is the name of your business? *

Will you be at the TECHPATH workshop on November 23, 2024? *

☐ Yes ☐ No

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Visual Hierarchy	Clear visual path, key information prominently displayed Example: Large bold headline, product image centered, contact info bottom right	Mostly organized layout	Scattered information	Chaotic design
Typography	Professional fonts, easy readability Example: Large, clear fonts that are easy to read	Readable but less refined	Hard to read	Illegible
Content focus	Single compelling message Example: "Save 50% on First Consultation"	Somewhat clear message	Unclear messaging	No discernible message
Call to Action	Prominent, specific action with contact details Example: "Call Now: 555-223-4567"	Less visible, but compelling	Weak CTA, action is not prominent enough	No CTA, no specific action stated
Imagery	High-quality, relevant professional image Example: Clean product photo or engaging lifestyle image	Decent image quality	Low-quality image	No meaningful imagery

1. TechPath Podcast on Spotify
2. Tech Readiness Assessment (more visible)
3. Workshop RSVP Form (more visible)
4. Dhvani Bhatia's Advertisement Flyer Rubric