



IXL CENTER

CENTER FOR INNOVATION,
EXCELLENCE & LEADERSHIP

LSC BOSTON

Beyond Six-Feet-Apart Accelerator

Program Insights

June 29th

Bogota Istanbul
Bolzano Mexico City
Boston Sao Paulo
Cairo Seoul
Dubai Shanghai
Guatemala City Singapore

Objectives of Program Ceremony

Celebration



Celebrate your successful completion of the program

Showcase



Showcase the program and your feedback through a short video

Share & Learn



Share and highlight common learnings and insights from each cohort group

Recognition



Recognize the efforts of consulting teams & business owners

Agenda

- Program Learnings & Insights
- Program Video
- Food and Beverage Group Insights and Recognition
- Personal Group Insights and Recognition
- Retail Group Insights and Recognition
- Professional Services Group Insights and Recognition
- Closing Remarks

We invite our program advisory team to share their comments and extend their appreciation for all the businesses and consulting teams

Advisory Team



Karen Kelleher
LISC Boston
Executive Director



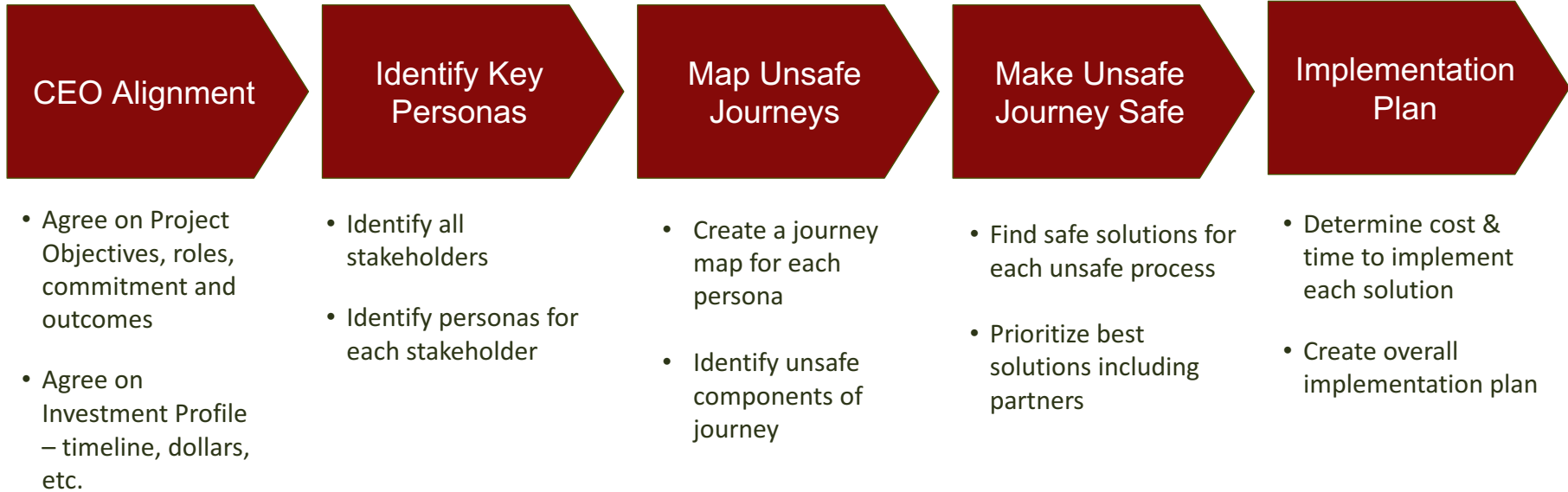
Dr. Hitendra Patel
IXL Center
Managing Director



Tina Petigny
LISC Boston
Program Leader

Six weeks back we launched the Beyond-Six-Foot-Apart Accelerator pilot with the objective for businesses to get back to business safely

Process



Outputs



In the pilot program, 16 businesses from 4 different sectors participated and completed the program

Participating Businesses

Food & Beverage



Retail



Professional Services



Personal Services



We matched the local businesses with one MBA consulting team to work with them throughout the five-week program

Participating MBA Consulting Teams

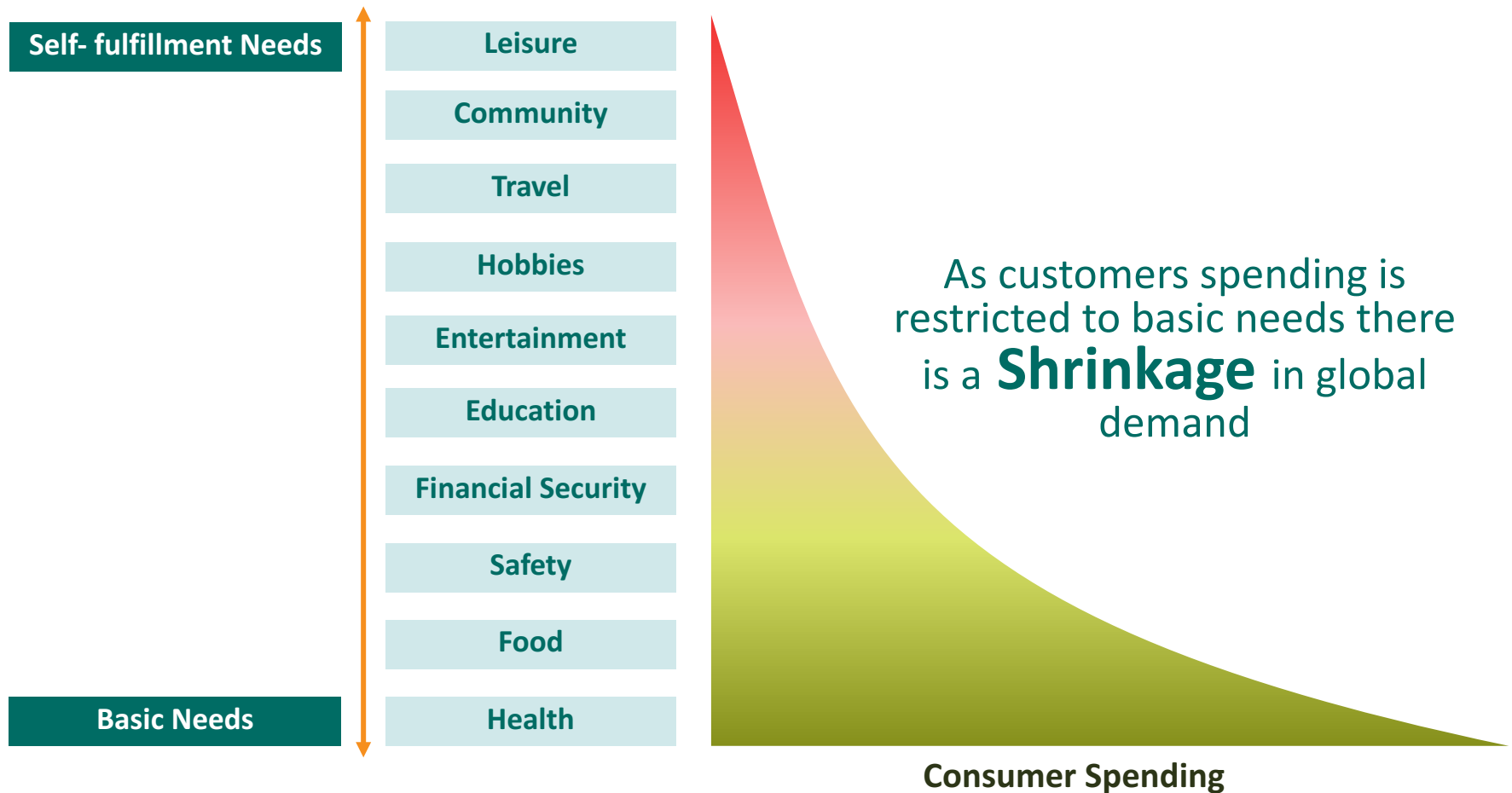


Consulting teams worked over the 6 weeks to analyze 100+ personas, and to propose 100+ solutions and a list of 70+ vendors to make businesses safe

	Key Personas	Unsafe Steps	Solutions	Vendors
Food & Beverage	35	175	45+	25+
Retail	28	167	50+	20+
Professional Services	29	115	10+	10+
Personal Services	21	125	20+	15+
	100+	600+	100+	70+

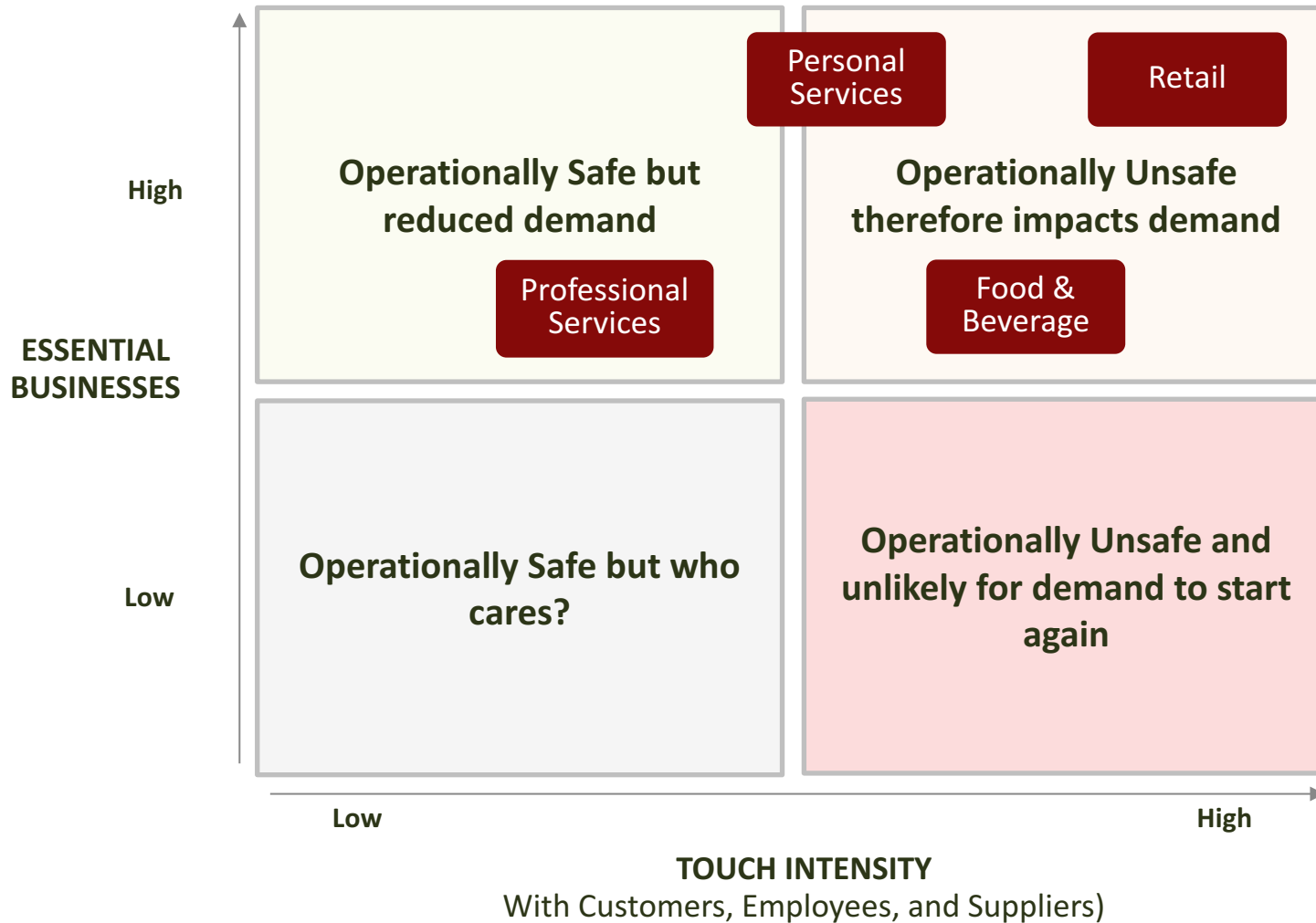
Source: Data output from Eureka Software

As the pandemic progressed, there has been a dynamic shift in consumer spending, which has led to a shrinkage in global demand



Source: Accenture COVID 19 consumer research

Due to the shift in demand, not all sectors have been equally effected



Using this learning, we introduced a separate module to capture the lost demand and identify opportunities to pivot the business

1

MODULE 1 Make the Business Safe

Identifying solutions to make business safe and developing an implementation plan

Objectives

- Identify Key Personas for different stakeholders
- Map unsafe journey maps
- Identify solutions to make journey maps safe
- Build an implementation plan for Beyond Six-Foot-Apart solutions

Deliverables

- Personas & Unsafe Journey Maps
- Beyond Six-Foot-Apart solutions to make business safe
- Cost and vendor list for implementation of selected solutions

2

MODULE 2 Pivot the Business

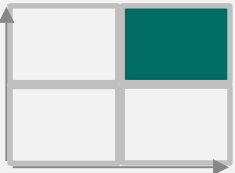

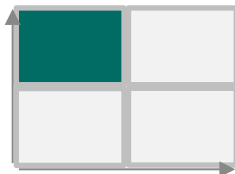

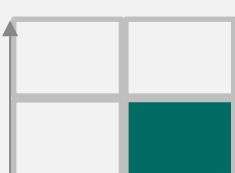

Identifying new opportunities and business models to capture the lost demand

- Segment market and identify customer personas and new unmet needs
- Identify new business ideas
- Develop a communication plan to activate new demand
- Deliver a sales and marketing plan to take ideas to market

- Market research and target audience and needs
- Business Opportunity Map
- Prioritized business concepts
- Communication and sales and marketing plan to take ideas to market

Based on the profile of the business, we will customize the modules to best suit their needs

Illustrative

Business Type	Program Modules	Example
 <p>Unsafe</p>	<p>1</p> <p>MODULE 1 Make the Business Safe <i>Identifying solutions to make business safe and developing an implementation plan</i></p> <p>2</p> <p>MODULE 2 Pivot the Business <i>Identifying new opportunities and business models to improve the lost demand</i></p>	
 <p>Safe but low demand</p>	<p>1</p> <p>MODULE 1 Make the Business Safe <i>Identifying solutions to make business safe and developing an implementation plan</i></p> <p>2</p> <p>MODULE 2 Pivot the Business <i>Identifying new opportunities and business models to improve the lost demand</i></p>	
 <p>Unsafe and low demand</p>	<p>1</p> <p>MODULE 1 Make the Business Safe <i>Identifying solutions to make business safe and developing an implementation plan</i></p> <p>2</p> <p>MODULE 2 Pivot the Business <i>Identifying new opportunities and business models to improve the lost demand</i></p>	

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- Program Learnings & Insights
- Program Video
- Food and Beverage Group Insights and Recognition
- Personal Group Insights and Recognition
- Retail Group Insights and Recognition
- Personal Services Group Insights and Recognition
- Closing Remarks

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Consulting teams across Food & Beverage identified solutions to make business safe, bring new opportunities, and communicate the changes



SOLUTIONS TO MAKE BUSINESS SAFE

PPE and Barriers

- PPE and sanitizing equipment
- Hands-free door handles
- Plexi glass barriers and disposables

Digital

- E-payment options and POS integration
- E-delivery platform, such as Grub Hub integration
- Pre-ordering system to reduce in store traffic



COMMUNICATON PLAN TO ACTIVATE DEMAND

Website upgrade and campaigns

- Website upgrade and email campaign to improve traffic
- Virtual classes and video tutorials
- Marketing brochure
- Live broadcasts
- Employee training



OPPORTUNITIES TO IMPROVE DEMAND

New Offerings

- Frozen pizza kit
- Clothes merchandizing
- Corporate catering
- To-go kits

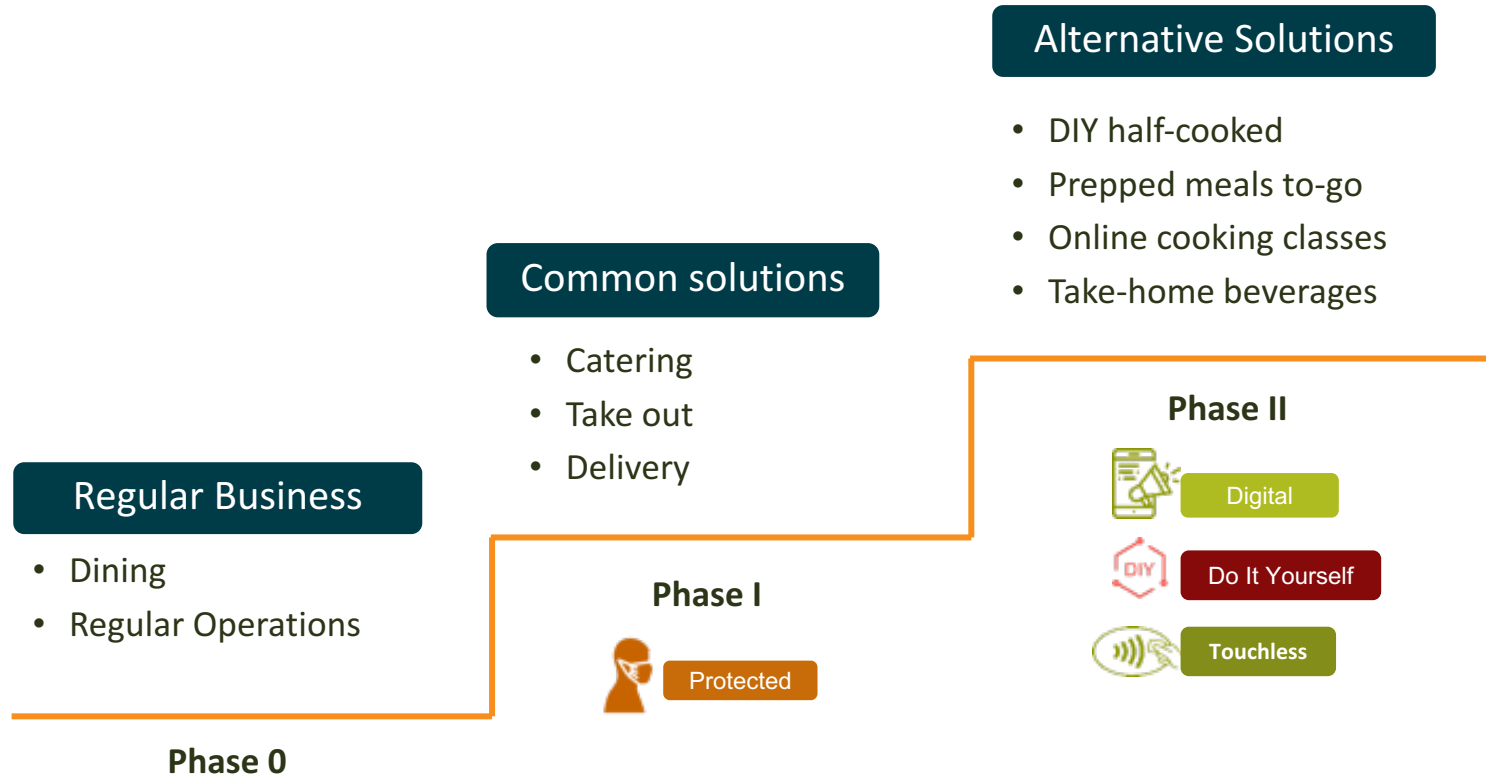
Business Model Innovations

- Live streaming jam sessions
- Local business partnerships
- Cold food subscription models
- Online ordering platform

Common Solutions to make the Food & Beverage businesses safe

Unsafe Step	Theme	Solution	Vendors
Using door	 Touchless	Hands-free door handle	   
Grabbing menu	 Touchless	QR Code, disposable menus	 
Placing orders	 Protected	Online ordering, table numbering	 
Eating next to each other	 Digital  Protected	Plastic dividers, glass dividers	 
Paying for orders	 Digital	Card reader, integrated systems	 
Waiting for picking orders	 Protected  Do It Yourself	Assigned sanitized tables	 
Cleaning and Sanitizing	 Certified Clean	Automatic hand sanitizer, laser infrared thermometer, disinfecting wipes	  

Despite the different strategic focuses, we identified patterns on how solutions can change the way companies position their service to customers



“ Let me do the service as usual”

“ Let me provide the service with protective options”

“ Let me set-you-up with everything for you to do it”

By defining new ways in which businesses can provide their service, they open a new set of opportunities for the business



Target Market

- Target a different market segment
- Attract local market interest
- Re-think value proposition



Demand

- Leverage new channels
- Go digital & online
- Customize the offerings



Capacity

- Repurposing internal talent instead of outsourcing (i.e. delivery apps costly)
- Training for new offerings

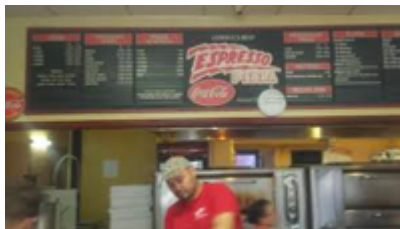


Business Model

- Bulk ordering or B2B opportunities
- Decentralizing distribution (pick-ups & deliveries)
- Efficient 2-in-1 services (order food & grocery)

Espresso Pizza is a restaurant located at Lowell that offers a wide selection of specialty pizza, subs, salads, and dinners

Frank Carvalho



COVID Status

- Espresso Pizza is open and will remain as a takeout-only restaurant during COVID-19

Story Highlights

- Going digital
- New idea of DIY frozen pizzas
- Reconnect with customers out of Boston

Next Steps

- Update website
- Evaluate the DIY pizzas for special holidays throughout the year
- Continue with takeout

GROWTH MINDSET

In recognition for opening-up an innovative idea to target a different market



Frank Carvalho



Valentin Goache



Isidore Iradukunda



Mackenzi Lafferty

Beyond Six Feet
Apart Program

Team
Recognition



A worker-owned restaurant with Filipino-American cuisine and cocktails located in Union Square

Ellie Tiglao



COVID Status

- Tanam used to host one-table communal dining in the restaurant and will now open for outdoor patio service and pickup

Story Highlights

- Catering
- At-home-experience to-go-kits
- Marketing strategy on “how-to videos”

Next Steps

- Purchase protective equipment to open patio
- Individual setting versus communal
- Evaluate catering model and to-go kits

CREATING NEW EXPERIENCES

In recognition for creating a safe format for Tanam to re-open a patio and a set of at-home experience ideas

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Team
Recognition



Ellie Tiglao



Evangeline Feliz



Belkis Frias



Esther Ikwani



A woman owned & operated restaurant serving creative, locally-sourced Chinese-American cuisine with a twist

Irene Li



COVID Status

- Mei Mei will remain closed for in-dinning services but open for takeout and groceries

Story Highlights

- Hot take-out food bundling
- Cold food/groceries
- Delivery/catering
- Virtual classes (individual and corporate)

Next Steps

- Test cold food subscription model
- In-house delivery – test Zippikind
- Corporate virtual classes

ACCELERATING IDEAS

In recognition for creating new ideas that were quickly tested and implemented throughout the program

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Recognition



Irene Li



Maren Stunes



Taylor Dudley



Adrienne Foley



Laid-back, cash-only neighborhood joint in Somerville offering beers on tap & live entertainment

Gerard Amaral



COVID Status

- Union Tavern used to offer only drinks and live music but have decided to open the outdoor patio

Story Highlights

- Included Portuguese food
- New themed entertainment nights
- Special promotions and seasonal drinks

Next Steps

- Make journey at the tavern safe
- Plan for promotions and themed nights
- Test online ordering via Zuppler

INCREASING LOCAL DEMAND

In recognition for bringing creative ideas on how to attract and generate new demand in the local competitive market

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Recognition



Gerard Amaral



Christina Stetson



Diana Odei



Cathryn Sansoucie



Cozy, old-school jazz & blues club that hosts nightly performances by students & locals

Frank Poindexter & Elynor Walcott



COVID Status

- Wally's Café has had no choice but to close doors for customers
- Unable to offer live music or beverages

Story Highlights

- Live streaming concerts with no in-person audience
- Selling of merchandise
- Partnering with other venues

Next Steps

- Livestream sessions on Facebook/YouTube
- Connect with network to create brand awareness and brand ambassadors
- Merchandise sales

ADAPTING NEW BUSINESS MODELS

In recognition for helping Wally's Café pivot the business to an online model and leveraging their loyal community

Beyond Six Feet
Apart Program

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Recognition



Frank Poindexter
Elynor Walcott



Meghan Doyle



Jessica Smith



Bridget Thompson



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Consulting teams across the Personal Services sector identified solutions to make business safe, bring new opportunities, and communicate the changes



SOLUTIONS TO MAKE BUSINESS SAFE

PPE and Barriers

- PPE and sanitizing equipment
- Hands-free door handles
- Plexi glass Barriers and disposables
- Touchless temperature checks
- Personal sanitizing equipment for customers

Digital

- E-payment options and POS integration
- Booking online



COMMUNICATON PLAN TO ACTIVATE DEMAND

Website upgrade and campaigns

- Website upgrade and email campaign to improve traffic
- Marketing brochure
- Live broadcasts
- Employee training



OPPORTUNITIES TO IMPROVE DEMAND


New Offerings

- Digital software – Squire
- Enhanced product/service offering
- Themed activities to increase demand
- Virtual training and curriculum

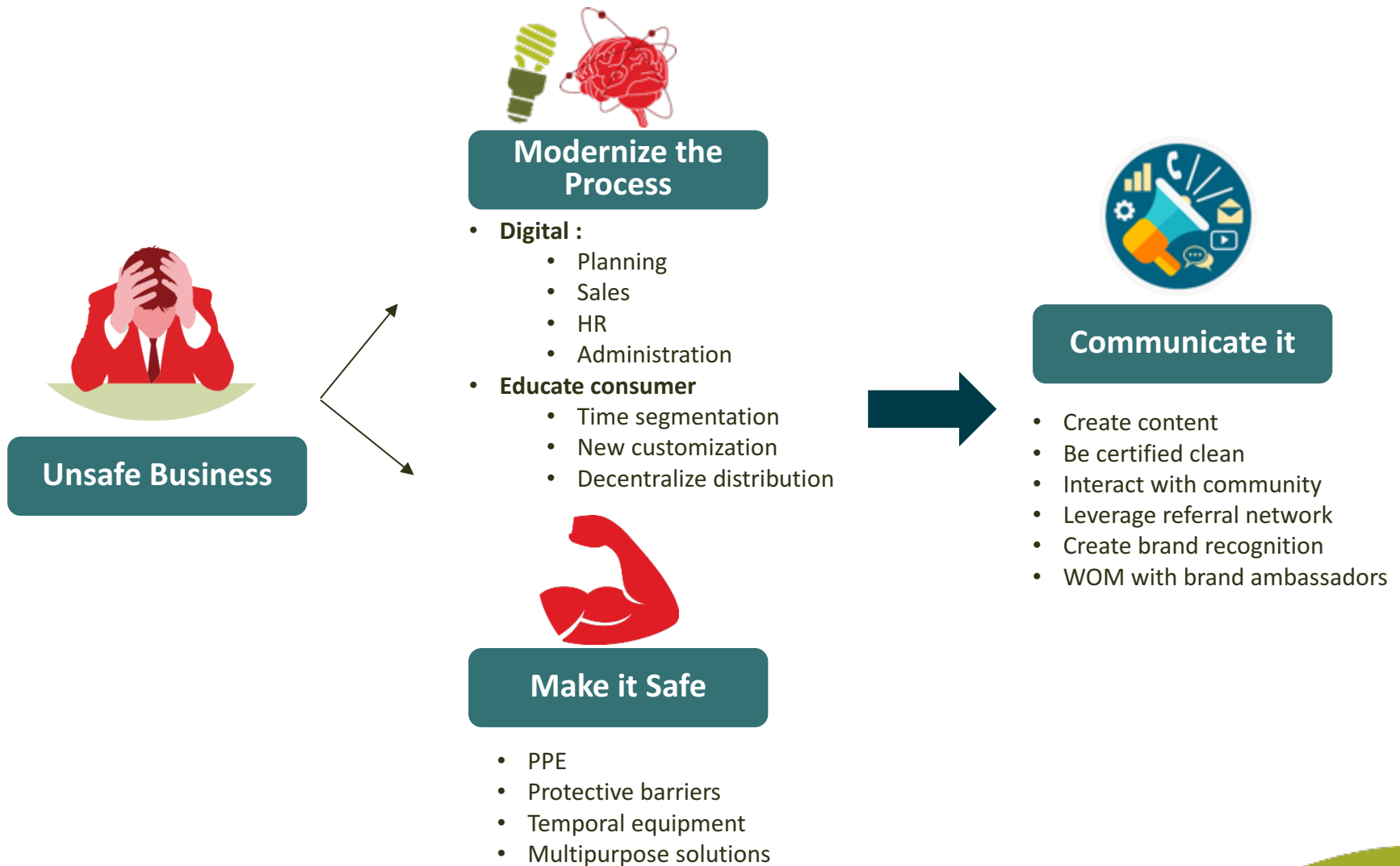
Business Model Innovations,

- Loyalty cards subscription model
- Local geographic business partnerships
- Subscription models

Common Solutions to make the personal services businesses safe

Unsafe Step	Theme	Solution	Vendors
Using door	 Touchless	Hands-free door handle	  
Employees interacting with customers	 Protected	Protective shields, PPE	  
Waiting for their turn	 Protected  Digital	Assigned waiting areas, tape marks	
Customers coexisting with each other	 Protected	Plastic dividers, Glass dividers	  
Paying for orders	 Digital	Card reader, integrated systems	
Cleaning and Sanitizing	 Do It Yourself  Certified Clean	Automatic hand sanitizer, touchless vacuum, disinfecting wipes	   

Some businesses found survived by relying on regular safe operations while others found modernizing their process without pivoting very opportunistic



Harry's Laundromat is a family-owned business located at Dorchester offering coin user, wash & fold, and dry cleaning services

Jeannie Do



COVID Status

- Harry's Laundromat opened late May and demand remained stable after re-opening during the pandemic

Story Highlights

- There was an increase in wash & fold service
- Demand remains stable & loyal clients
- Safe journey for all stakeholders

Next Steps

- Purchasing of safe solutions from cost-effective vendors
- Communicate safe to old and new customers

SAFETY FIRST

In recognition for helping Harry's Laundromat for putting customers first and focusing on making all existing journeys safe for continuous demand

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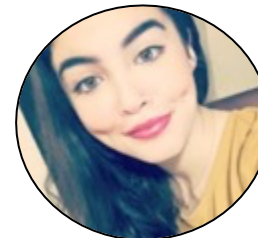
Team
Recognition



Jeannie Do



Allan Aryeetey

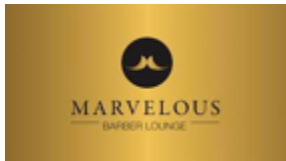


Sara Farouqi



Marvelous Cuts is a sleek barber lounge offering classic cuts, hot-towel shaves, and hair design

**Amanda
Miranda**



COVID Status

- Marvelous Cuts opened their original location in Brockton and open a new location in Boston on July 2nd

Story Highlights

- Local partnerships
- Art weekends, barber nights
- Website content and live broadcasts
- Loyal customer benefits and cards

Next Steps

- Open new store with safe journeys
- Go-to-market plan defined for new location
- Create online content to promote it

CREATIVE GO-TO-MARKET

In recognition for providing new creative go-to-market ideas for the new location on how to attract demand, build customer loyalty, and remain competitive.

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Apart Program

Team
Recognition



Amanda Miranda



Jubin Kriplani



Shubham Baheti



Priyam Sinha



Suenos Basketball is a non-profit organization providing comprehensive training & guidance as well as academic and moral support for children & youth

**Jacqueline
Marte**



COVID Status

- The summer program is open digitally
- Requested submitted to conduct 1/3 of the program physically

Story Highlights

- Online model of training and entertaining beyond basketball
- Guest speakers & student online exercises
- Video competition and virtual interactions

Next Steps

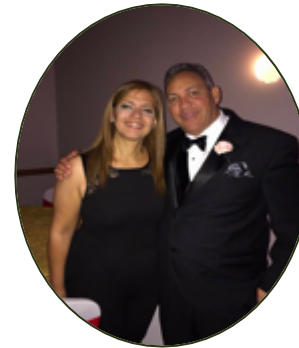
- Define if entire program will be virtual
- Plan online schedule and train coaches
- Roll out the virtual program

THINKING OUTSIDE-THE- BOX

In recognition for providing new outside-the-box ideas for Suenos Basketball to think of new online opportunities beyond basketball

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Recognition



Jacqueline Marte



Andrea Martinez



Jessica Achilles



Frida Gallardo



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Through the program, we identified patterns and extracted insights related to businesses in the Retail sector



New pain points and opportunities

Pain points

- Definition of “essential” has been altered
- Human behavior has changed
- Customers want to spend as little time in the store near people as possible

Opportunities

- Offerings need to be adjusted to match new needs
- Communicating changes in policy and offerings needs to be frequent and through the correct channel



PPE first, modernization second

PPE

- Quick and easy solution to protect employees and customers
- Increases trust and decreases fear

Modernization

- Digital needs to be considered to keep business competitive
- Payments, scheduling, delivery, ordering, pick-up
- Vendors have reduced price to secure customers



Pilot testing will be required

Hypersensitive segment

- The most at-risk segment will not shop unless they must
- Making your business safe for them means it is also safe for all other segments

Pilot testing

- Test new offerings with this segment first
- Learn quickly and iterate
- Roll-out to all segments once it is mastered

Retail businesses need to leverage digital to both manage the new demand and communicate and market to their loyal customers



Digital Planning



Digital Scheduler



E-documentation

Digital Sales



E-Commerce Website



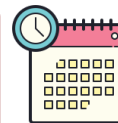
E-Payments Solutions

Digital Marketing



Digital: online offering & videos

Digital Admin & HR





Digital Appointment



Digital Bookkeeping: Accounting & Finance

Common solutions to help make businesses in the Retail sector safe

Unsafe Step	Theme	Solution	Vendors
Entering the store to shop or to work	 Touchless	Check temperature before entering store	 
Bringing work uniform from home	 Certified Clean	UV uniform cleaning	 
Restocking shelves or shopping close to others	 Protected  Digital	PPE, 6-foot visual aids Online ordering/pick up	   
Touching the shopping cart	 Certified Clean	Sanitization wipes, self cleaning carts	   
Checking out and making payment	 Do It Yourself  Digital	Self checkout, digital payment options, change-dispensing machine	    

Tails Inc. is a family owned and operated doggy daycare that offers daycare, boarding, walking, home visits, and products to pet owners in Boston

Tails Inc.



CEO – Yessy Feliz



COVID Status

- Tails was forced to close due to COVID
- They re-opened at the end of May but have only experienced 30% of demand

Story Highlights

- Re-opened the business
- Leveraging loyal customer base
- Targeting new audience

Next Steps

- Update website
- Explore Doggy Happy Hour

NEW APPROACH TO MARKET

In recognition for bringing new ideas to capture the lost demand and build offerings to engage with loyal customer base

Tails



Yessy Feliz



Claudia Martinez



Amroo Amer



Jessica Messina



Northeastern
University

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Recognition



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Intriguing Hair is a one-stop solution offering high quality hair extensions and wigs, as well as custom coloring and installation

Intriguing Hair



CEO – Nikia Londy



COVID Status

- Intriguing Hair was forced to close and experienced a 70% decrease in revenues

Story Highlights

- Employees no longer scared to return to work
- Opening in phases – online sales first, light version of services next, and then full services

Next Steps

- Communicate re-opening plan to customers
- Update website with pre-booking COVID survey
- Re-open physical store in July

PATH FINDERS

In recognition for creating a safe format for Intriguing Hair to re-open in phases while making employees feel safe



Nikia Londy



Jasmine Sakhta



Vuledzani Ramapala



Hoi Ching Lau

**Beyond Six Feet
Apart Program**

**Team
Recognition**



As a member of America's Food Basket LLC, Austin Morda is co-owner of two stores located in Mattapan and Randolph

America's Food Basket



Co-owner –
Austin Morda



COVID Status

- Remained open and experienced an increase in demand

Story Highlights

- Considering online pre-orders and pick-up, to limit in-store traffic

Next Steps

- Explore implementation of online pre-orders
- Communicate changes to staff and customers

MODERNIZING THE BUSINESS

In recognition for exploring an online ordering option to reduce foot traffic and improve safety

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Recognition



Austin Morda



Megan Wilkens



Jael Wemبالonge



Stop & Compare Markets is a family owned and operated neighborhood supermarket, founded in 1996 by immigrants from Cuba

Stop & Compare Markets



CEO – Alberto Calvo



COVID Status

- Remained open and experienced an increase in demand

Story Highlights

- Team provided real time solutions to make the business safe with long term solutions to improve efficiency and safety while managing increased demand

Next Steps

- Decide which short-term solutions to implement first
- Explore feasibility of developing online ordering

MAKING IT REAL

In recognition for proposing an actionable plan with short-term solutions to make business safe and long-term solutions to make it more efficient



Alberto Calvo



Sara Krause



Maïssane Mekki



Hatairat Ketavanan

**Beyond Six Feet
Apart Program**

**Team
Recognition**



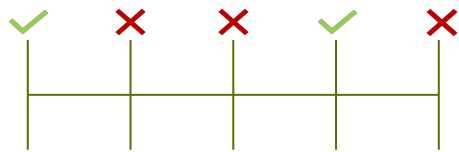
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Professional Services businesses quickly made their operations safe and were then faced with the COVID-19 pivot

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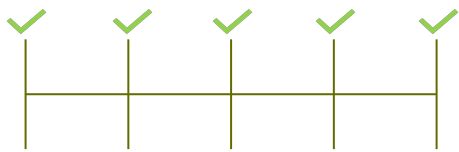
Making Operations Safe



Unsafe to conduct business as usual



Move business online



Business is completely safe

2

The COVID-19 Pivot



Needs of customers change

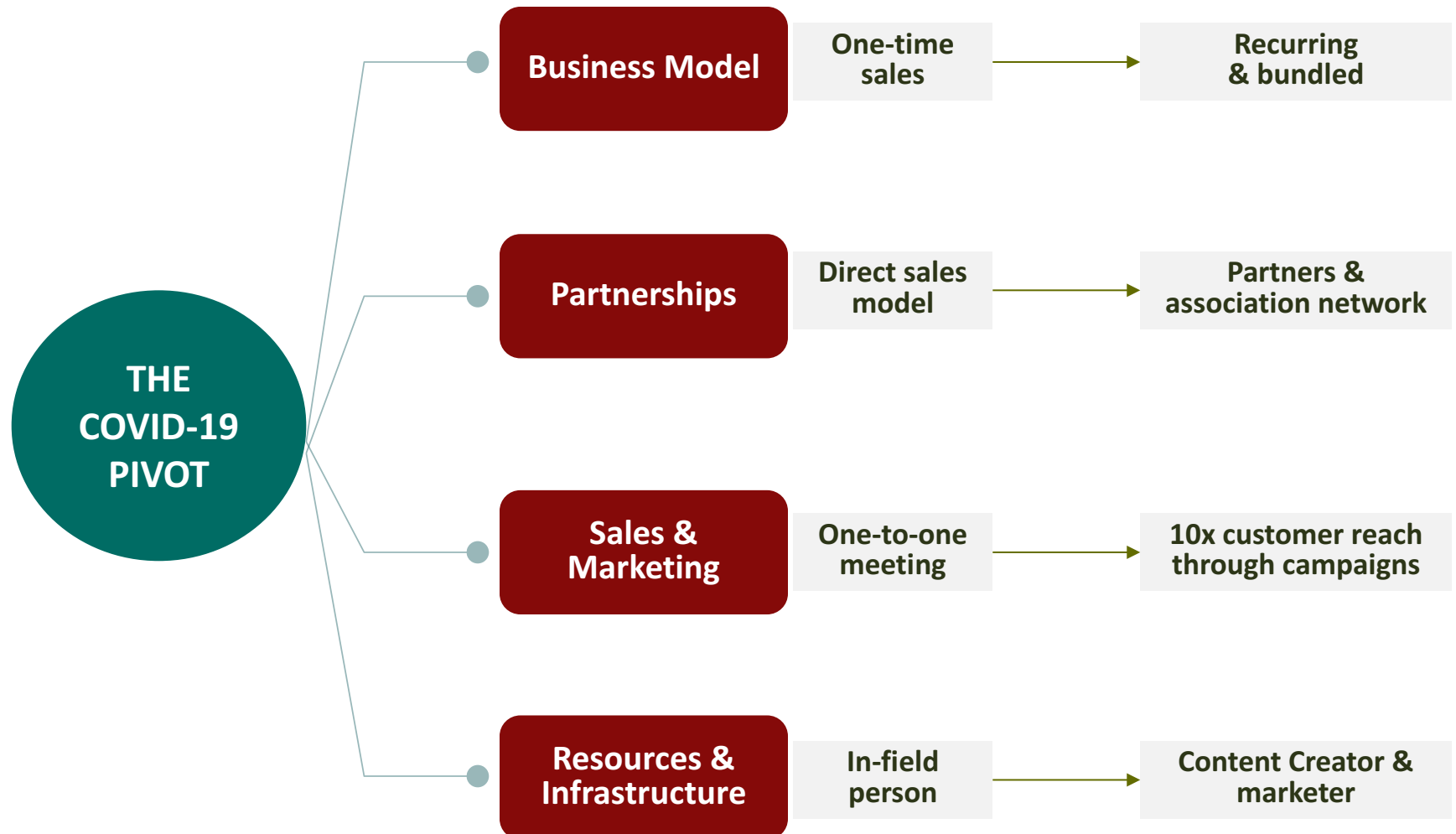


Revenues drastically change



How do I change offerings to meet new demand?

Professional services businesses need to adopt new approaches and models to be successful with the pivot of their business



Include Innovation is a digital design and development agency that helps social impact organizations tell their stories digitally

Include Innovation



CEO – Brandon Ransom



COVID Status

- Transitioned to digital to make business safe
- 70% of pre-COVID revenues came from in-person events and interactions

Story Highlights

- Creating a digital accelerator to service minority-owned businesses in Boston

Next Steps

- Finalize offerings and modules
- Secure partnerships with both social impact and economic development organizations

PIVOTING THE BUSINESS

In recognition for proposing an actionable plan to create a digital accelerator and serve Include Innovation's target market



Brandon Ransom



Nikita Smirnov



Oxana Brenes



Viktoriia Lapushkina

**Beyond Six Feet
Apart Program**

**Team
Recognition**



Kornegay Kapital offers a variety of products to meet several needs such as, college funding, retirement, managing costs, and lifetime income strategies.

Kornegay Kapital



CEO – Rodney Kornegay



COVID Status

- Transitioned to digital to make business safe
- Rodney easily stands out in-person, but is struggling to transition personal brand and business online

Story Highlights

- Implemented a digital scheduler
- Created first FAQ video session for clients

Next Steps

- Create regular content schedule
- Update website to reflect personal brand
- Take business 100% online

STANDING TALL ONLINE

In recognition for uncovering the path for Rodney to move his personal brand and business online

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Recognition



Rodney Kornegay



Richard Meiklejohn



Sonya Pawlyshyn



Synergy Contracting in a union-signatory that specializes in environmental remediation, demolition, and post construction clean-up

Synergy Contracting



CEO – Jeysi Zuniga



COVID Status

- Transitioned to digital to make business safe
- Unable to conduct business until the state allows non-emergency construction

Story Highlights

- Pivoting to offer COVID-specific commercial cleaning in offices and buildings
- Created and distributed brochure with new value proposition & service

Next Steps

- Continue distributing brochure
- Secure first customer for commercial cleaning

ADOPTING NEW BUSINESS MODEL

In recognition for helping Jeysi identify a new service offering to pursue during COVID-19 using existing resources

Beyond Six Feet
Apart Program

Team
Recognition



Jeysi Zuniga



Serkan Sonmez



Weiguo He



Rosenilda Oliveira



The Loop Lab is non-profit social enterprise committed to promoting inclusivity & equality and provides digital storytelling services

The Loop Lab



CEO – Chris Hope



COVID Status

- Transitioned to digital to make business safe
- Significant increase in live streaming and broadcasting demand, from 2% to 80%

Story Highlights

- Growing the online video broadcasting business by developing an end-to-end customer experience and online presence

Next Steps

- Optimize website & create landing page for live streaming and broadcasting services
- Secure partners as needed

CREATING & CAPTURING NEW VALUE

In recognition for adapting to the ever-changing situation that COVID-19 has presented

Beyond Six Feet
Apart Program

Team
Recognition



Chris Hope



Sofia Lubschik



Ornella Ramirez



Matteo Orlandi



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Stay connected and update your progress on the LinkedIn and Facebook pages for the BSFA Program



LinkedIn
1,397,909 followers

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 380 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

Website
http://www.linkedin.com

Industry
Internet

Type
Public Company

Headquarters
2029 Stierlin Court Mountain View, CA 94043 United States

Company Size
5001-10,000 employees

Founded
2003



Market On South
@marketonsouth

4.9 out of 5 - Based on the opinion of 458 people

11,099 people like this

11,342 people follow this

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Popular hours

Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6AM	Low	Low	Low	Low	Low	Low	Low
8AM	Low	Low	Low	Low	Low	Low	Low
10AM	Low	Low	Low	Low	Low	Low	Low
12PM	Low	Low	Low	Low	Low	Low	Low
2PM	Low	Low	Low	Low	Low	Low	Low
4PM	Low	Low	Low	Low	Low	Low	Low
6PM	Low	Low	Low	Low	Low	Low	Low
8PM	Low	Low	Low	Low	Low	Low	Low
10PM	Low	Low	Low	Low	Low	Low	Low
12AM	Low	Low	Low	Low	Low	Low	Low
2AM	Low	Low	Low	Low	Low	Low	Low
4AM	Low	Low	Low	Low	Low	Low	Low
6AM	Low	Low	Low	Low	Low	Low	Low

APPENDIX

We see a need for local businesses to go digital to both cater to shift in demand and capture the lost demand



Digital Planning



Digital Scheduler



E documentation

Digital Sales



Ecommerce Website



E payments Solutions

Digital Marketing



Digital: Online offering & videos

Digital Admin & HR



Digital Bookkeeping: Accounting & Finance

Espresso Pizza



CEO: Frank Carvalho

Company Description

A popular family-owned and operated restaurant since 1962, located at Medford that offers a wide selection of specialty pizza, subs, salads and dinners. The restaurant offers eat-in, takeout and special delivery, though 70% of the revenue comes from takeout which has not affected the business during COVID

COVID Status



Business Status for COVID

Espresso Pizza will remain as a takeout services during the COVID-19 situation

Solutions



Identified solutions to make business safe

- Upgrade Website
- 3D Elbow Door Handle
- Anti-bacterial wipes
- E-Payments

Opportunities



Identified new opportunities for the business

- Develop content for website to attract demand
- Frozen pizza kits to be mailed to old remote customers in special occasions

Team Experience



Based on Frank's decision to not re-open his business for regular dining, the team brainstormed ideas on how to sustain their brand essence and not change the business model but look for different opportunities for Espresso Pizza.

The team managed to open-up Frank's perspective on a new idea of Frozen Pizzas to be delivered to clients remotely and provide the local experience home, a solution that will be considered in the medium-long term for implementation.

Tanam



CEO: Worker-Owned

Company Description

A worker-owned restaurant with Pilipino American cuisine and cocktails located in union square. They offered pre-ticketed reservations or walk-ins to enjoy a story telling experience .

COVID Status



Business Status for COVID

Tanam used to host communal dining inside in one table and now they will open for outdoor patio service and pickup

Solutions



Identified solutions to make business safe

- Digital/ disposable Menus
- Dinning dividers for tables
- Automatic hand sanitizers
- Laser infrared thermometer

Opportunities



Identified new opportunities for the business

- Catering
- At-Home-Experience Go-To-Kits
- Marketing Strategy on "How to videos"

Team Experience



Tanam had opened a doors to their clients for a very private and individualized indoor experience. With COVID, they've decided to re-open by using their patio as a starting point to continue serving their customers but in an open space and regular dining.

The team supported Tanam in re-adjusting to the new patio setting by offering solutions for a safe dining experience. In addition they provided additional revenue-generating opportunities to give options to clients on DIY opportunities or catering.

Mei Mei



CEO: Irene Li

Company Description

A woman owned & operated restaurant serving creative, locally-sourced Chinese-American cuisine with a twist based in Boston. Mei Mei launched as a food truck in April 2012 and opened the restaurant in November 2013.

COVID Status



Business Status for COVID

Mei Mei will remain closed for in-dinning services but opened for takeout and groceries

Opportunities



Identified new opportunities for the business

- Hot Take-out
- Cold food/Groceries
- Delivery catering
- Virtual Classes
 - Individual and Corporate

Business Models



Identified new opportunities for the business

- Inhouse delivery (Toast integration and Zippy kind)
- Bundling hot food
- Cold food subscription model

Team Experience



Irene and the team had formally decided not open the restaurant for dinning for the rest of the year. Mei Mei is a fast-forward thinking team that quickly innovates on their existing offerings, test, and adjust.

With this in mind, the team worked closely to add value to their existing pipeline of ideas but also create new alternative solutions to contribute with the virtual offerings as well as take-out and catering options.

Union Tavern



CEO: Gerard Amaral

Company Description

Laid-back, cash-only neighborhood joint offering beers on tap & a steady lineup of indie rock shows. Gerard manages the business along with his brother and have been running it for over 15 years

COVID Status



Business Status for COVID

Union Tavern used to offer only beers and live music but have decided to open a food menu and serve in the outdoor patio seating for 50

Solutions



Identified solutions to make business safe

- Hands-free door opening
- Hand sanitizer refills
- Sanitizing stations
- Table tent printing

Opportunities



Identified new opportunities for the business

- Promotions and theme nights
- Safe live entertainment
- Online ordering subscription

Team Experience



After years of experience only offering beverages and live entertainment to their customers, Gerard who's not only the co-owner but also the chef, decided to embark the journey on offering Portuguese plates on the menu and opening the patio for an outdoor dining experience.

The team contributed to create a safe journey for the new food offerings by selecting digital solutions but also protective equipment to enjoy live entertainment. In addition they provided ideas to generate demand with themed nights and online ordering opportunities

Wally's Cafe



CEO: Frank Poindexter, Elynor Walcott

Company Description

Cozy, old-school jazz & blues club hosts nightly performances by students & locals. Its among the oldest family owned and operated jazz clubs founded in 1947 in Boston

COVID Status



Business Status for COVID

Wally's Café has had no choice but to close doors for customers not being able to offer live music or beverages

Solutions



Identified solutions to make business safe

- PPE Masks, gloves
- Symptom check point
- Sanitizing procedures

Opportunities



Identified new opportunities for the business

- Live streaming concerts with no in person audience
- Selling of merchandise
- Partnering with other venues

Team Experience



Being one of the most recognized Jazz clubs in Boston, Wally's Café encountered serious restrictions to re-open. Being a small venue and depending solely on alcohol consumption, Wally's had to re-think their business model in order to survive the crisis.

The team brainstormed on new revenue streams that can help Wally's café in the short-term by selling Wally's merchandise, doing online video streaming, and potentially partnering with other restaurants to play in open space. They also made the Wally journey safe with solutions that could help them get back to business as when time allows.

Harry's Laundromat



CEO: Jeannie Do

Company Description

Harry's Laundromat is family-owned business located at Dorchester. They offer 3 types of services: Coin user, wash & fold, and dry cleaning

COVID Status



Business Status for COVID

Harry's Laundromat demand remained stable after re-opening during the pandemic

Solutions



Identified solutions to make business safe

- PPE Masks, gloves
- Plexiglass barriers
- Detergent dispenser
- Disposable bags and trays
- Assigned tables folding area

Opportunities



Identified new opportunities for the business

- One-time flyer to communicate business safety
- CDC guidelines and marked steps to flow the customers in an organized manner

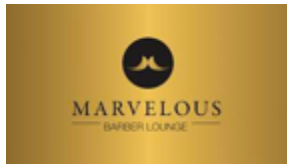
Team Experience



Harry's Laundromat re-opened the business late May, with the objective of making the business journeys safe to be able to continue serving the clients comfortably. Harry's in the capacity of implementing safe ideas only to help the business with its usual operations.

The team supported Harry's Laundromat in identifying new solutions that will make the business safe and vendors that would be cost-efficient. They also provided ideas on how to further differentiate themselves amongst the competitors and how to market and communicate the business safety more effectively.

Marvelous Cuts



CEO: Amanda Miranda

Company Description

Sleek barbershop in vibrant digs offering classic cuts, hot-towel shaves & hair design with one store in Brockton and another one opening in Boston

COVID Status



Business Status for COVID

Marvelous Cuts opened their Brockton original location and open a new store in Boston

Solutions



Identified solutions to make business safe

- Digital payment systems
- Door handle sleeves
- Touchless vacuum
- Certified clean
- Personalized sanitizing equipment

Opportunities



Identified new opportunities for the business

- Local partnerships
- Art weekends, barber nights
- Website content and live broadcasts
- Loyal customer benefits and cards

Team Experience



Having a strong established presence in Brockton and strong customer clientele, Marvelous cuts has successfully established its business service reputation and brand recognition. Ready to continue with pre-COVID plans, they will open a new location in Boston and were looking for solutions to be safe in all stakeholder journeys and attract demand to new store.

The team contributed with safe journey solutions on both locations but also working on new ways to attract demand for the new store by creating different go-to-market ideas, partnerships and clear marketing and communication plan for implementation.

Suenos Basketball



CEO: Jacqueline Marte

Company Description

A non-profit organization that promotes basketball as comprehensive training and guidance as well as academic and moral support for children and youth. Developing children's mindset through basketball.

COVID Status



Business Status for COVID

Suenos Basketball will reopen the summer program digitally and has requested permission to do 1/3 of the program physically

Solutions



Identified solutions to make business safe

- PPE Masks, gloves
- Symptom check point
- Sanitizing procedures
- Online instructions
- Customized equipment

Opportunities



Identified new opportunities for the business

- Online program with guest speakers
- Student online exercises
- Video competition and virtual interactions

Team Experience



Suenos Basketball, an organization who's purpose moves around a sport that involves multiple interactions and COVID-risky steps, struggled to define what's next. They needed help to pivot the program to a virtual alternative yet keeping the program essence in place.

The team worked to get creative solutions to carry out the program online and still promote academic and moral support to the children. They helped push Suenos to think beyond basketball and look at new opportunities that could reshape the way they worked with children on a digital platform.

Tails Inc.



CEO: Yessy Feliz

Company Description

A popular family-owned and operated doggy daycare since 2012, Tails Inc. offers daycare, boarding, walking, home visits, and products to pet owners in Boston. Yessy and her husband are passionate about giving back to the community and providing second-chance employment to those leaving incarceration.

COVID Status



Business Status for COVID

Tails Inc. had to close due to COVID-19 but re-opened at the end of April. Customer demand, however, has remained around 30-40% of pre-COVID numbers.

Solutions



Identified solutions to make business safe

- PPE for employees
- Anti-bacterial wipes & sanitization
- E-Payments
- Isolated doggy drop-off by appointment only

Opportunities



Identified new opportunities for the business

- Doggy Happy Hour – light version of doggy daycare
- Virtual doggy services – temperament testing, training, monitoring

Team Experience



Some of the Tails employees are scared to come back to work and overall demand has decreased. The team explored options to first make the business safe and how to communicate this to the customers. Tails has a loyal customer base and can be reached through an email list and posters on social media.

Yessy and her husband would like demand to increase before inviting more employees back to work, so the team created an idea for a lighter version of doggy daycare called Doggy Happy Hour. This will cost less and will give the dogs a chance to socialize.

Intriguing Hair



CEO: Nikia Londy

Company Description

Intriguing Hair is a one-stop solution for customers to purchase high quality hair extensions and wigs. They offer custom coloring and installations by hair extension specialists resulting in the most realistic and undetectable hair pieces available on the market today.

COVID Status



Business Status for COVID

Intriguing Hair was forced to close and has not yet re-opened

Solutions



Identified solutions to make business safe

- Opening in phases
- Light version of services
- Limited hours and staggered employee shifts
- COVID pre-check upon booking

Opportunities



Identified new opportunities for the business

- Increase online sales
- Hire digital marketing intern

Team Experience



Nikia entered this program looking for a clear plan to re-open her business and to help her customers and employees feel safe.

Once the team understood the fears and needs of employees and customers they proposed opening in phases. This will begin with only selling online while Nikia secures the necessary PPE for her employees. Then, Intriguing Hair will offer a “light” version of their services to limit time spent in the store and encourage physical distancing. With this plan, employees are willing to return to work, allowing the business to re-open.

Stop & Compare Markets



CEO: Alberto Calvo

Company Description

America's Food Basket stores are members of America's Food Basket LLC, a Cooperative of independent grocers located in six states in the US. Austin Morda is co-owner of two stores located in Mattapan and Randolph.

COVID Status



Business Status for COVID

America's Food Basket remained open through COVID-19 as an essential service and experienced an increase in revenues. The management team quickly implemented basic solutions regarding the health & safety of customers and employees.

Solutions



Identified solutions to make business safe

- PPE for employees distributed weekly
- Online ordering and pick-up for SNAP participants
- COVID-related social media posts

Opportunities



Identified new opportunities for the business

- Delivery
- Customer loyalty program

Team Experience



This team was tasked with improving the upon the solutions that America's Food Basket had already implemented.

The team quickly identified that one of the stores experienced a much larger volume of customers (SNAP participants) within the first two weeks of each month. The proposed solution is online ordering for SNAP participants to limit the customers and time spent in the store. Additionally, the saw an opportunity to reduce the proximity of employees by distributing PPE on a weekly basis, rather than a daily.

Stop & Compare Markets



CEO: Alberto Calvo

Company Description

Family owned and operated neighborhood supermarket founded in 1996 by Immigrants from Cuba. Driven by the desire to serve the Hispanic and ethnic population of the Boston metropolitan area, the stores were created for and accepted by the Latino community.

COVID Status



Business Status for COVID

Stop & Compare Markets remained open through COVID-19 as an essential service and experienced an increase in revenues. The management team quickly implemented basic solutions regarding the health & safety of customers and employees.

Solutions



Identified solutions to make business safe

- Temperature gun
- Self-sanitizing carts
- Change-dispensing machines
- Sanitization stations
- Visual posters & reminders

Opportunities



Identified new opportunities for the business

- Online ordering
- Curb-side pick-up
- Delivery

Team Experience



As Stop & Compare had already implemented some solutions, the team was challenged to think outside of the box to improve the safety of customers and employees.

The team took on this challenge from day one, interviewing Alberto and others on the management team to understand the day-to-day operations and the criteria for new solutions. Recommendations included touchless options, such as temperature guns, and certified clean, such as self-sanitizing carts. Additionally, the team provided both short and long-term solutions requiring various levels of investment.

Include Innovation



CEO: Brandon Ransom

Company Description

Digital design and development agency that helps social impact organizations tell their stories digitally through graphic, web, user interface, and user experience design.

COVID Status



Business Status for COVID

Include Innovation experienced a significant decrease in revenues and demand, as 70% of pre-COVID business was conducted in-person

Opportunities



Identified new opportunities for the business

- Create a digital accelerator targeting minority-owned businesses in the Boston area
- Partner with local social impact organizations and economic development entities to offer the program at low- or no-cost

Team Experience



The team from Suffolk was tasked with converting Include Innovation's one-time business model into a recurring business model while simultaneously assessing how Include Innovation could alter their offerings for the short and long-term.

After much deliberation and research, the team discovered that Include Innovation is positioned to create a digital accelerator. The partnership model will allow the company to offer their services at a low cost to the businesses that need them most and the modular-based approach will create opportunities for continuous learning for the customers.

Synergy Contracting



CEO: Jeysi Zuniga

Company Description

Synergy Contracting specializes in environmental remediation, demolition, and post construction clean-up. With 20+ years experience in the industry, Jeysi founded the company in 2019 to provide workers an employer they would be proud to work at.

COVID Status



Business Status for COVID

Synergy is prohibited from completing contracts at this time because non-emergency construction is prohibited during COVID-19

Opportunities



Identified new opportunities for the business

- Create a COVID-specific cleaning service for ready-to-use offices and buildings

Team Experience



Although Jeysi is not able to conduct business at this moment, the team discovered that she has taken the necessary measures that her job sites will be safe when the states permits her sector to resume.

The team had to switch gears and gather information regarding a new market: COVID cleaning for offices and buildings. They formed new value propositions for Synergy Contracting and created a brochure that Jeysi has already started using to communicate with the new audience.

Kornegay Kapital



CEO: Rodeny Kornegay

Company Description

Kornegay Kapital offers a variety of products to meet several needs such as, college funding, retirement, managing costs, and lifetime income strategies

COVID Status



Business Status for COVID

Rodney transitioned his business online to make operations safe, but is struggling to transition personal brand and business online

Opportunities



Identified new opportunities for the business

- Implement and utilize digital tools to effectively reach new and existing clients
- Transfer personal brand online via his website to stand out like he does in person

Team Experience



Rodney is 6'7", meaning he quickly stands out when he enters a room. This helps him to start conversations with strangers at networking events and therefore to brand himself.

Richard and Sonya instantly wanted to help Rodney transfer his personal brand online and leverage existing relationships to drive online traffic. The team helped Rodney identify ways to do that such as, customizing his website, using a digital scheduler, and creating a consistent content calendar to promote online networking. Rodney has already implemented a few of the team's suggestions and wants to be 100% online in the future.

The Loop Lab



CEO: Christopher Hope

Company Description

The Loop Lab is non-profit social enterprise committed to promoting inclusivity & equality and provides digital storytelling services to both individuals and organizations

COVID Status



Business Status for COVID

Chris transitioned his business online to make operations safe and realized a significant increase in live streaming and broadcasting demand, from 2% to 80% of his total business

Opportunities



Identified new opportunities for the business

- Growing the online video broadcasting business by developing an end-to-end customer experience and online presence
- Re-organize business resources to serve this larger market and sustain the demand

Team Experience



Everything The Loop Lab does revolves around their mission of inclusivity and equality. The company offers multiple services but experienced a major increase in live streaming and broadcasting when COVID-19 began to spread rapidly.

Sofia, Ornella, and Matteo wanted to pave a path for Chris to attract new clients in this segment and support this new business model. The team proposed a digital sales funnel, starting with paid Google and social media ads and ending with a customized landing page.