Continued Development of Wimblecomm

Daniel Luis Soltren

Sponsor: Wimbledon Community Association

About Me

- New Bedford, Massachusetts
- Electrical and Computer Engineering Major, Minor in Entrepreneurship
- Interested in the struggles and triumphs of "start-up" organizations
- Relationship between business and social responsibility

Why This Project?

- Interactive Qualifying Project (IQP)

- Balance technical knowledge with social skills

- Assist organizations looking for a fresh perspective

- Use critical thinking to address a real-world problem

The Wimbledon Community Association

- Nonprofit organization founded in 1946
- Organizational Goal: "promoting the wellbeing of the broad community"
- Closure of community center in 2012
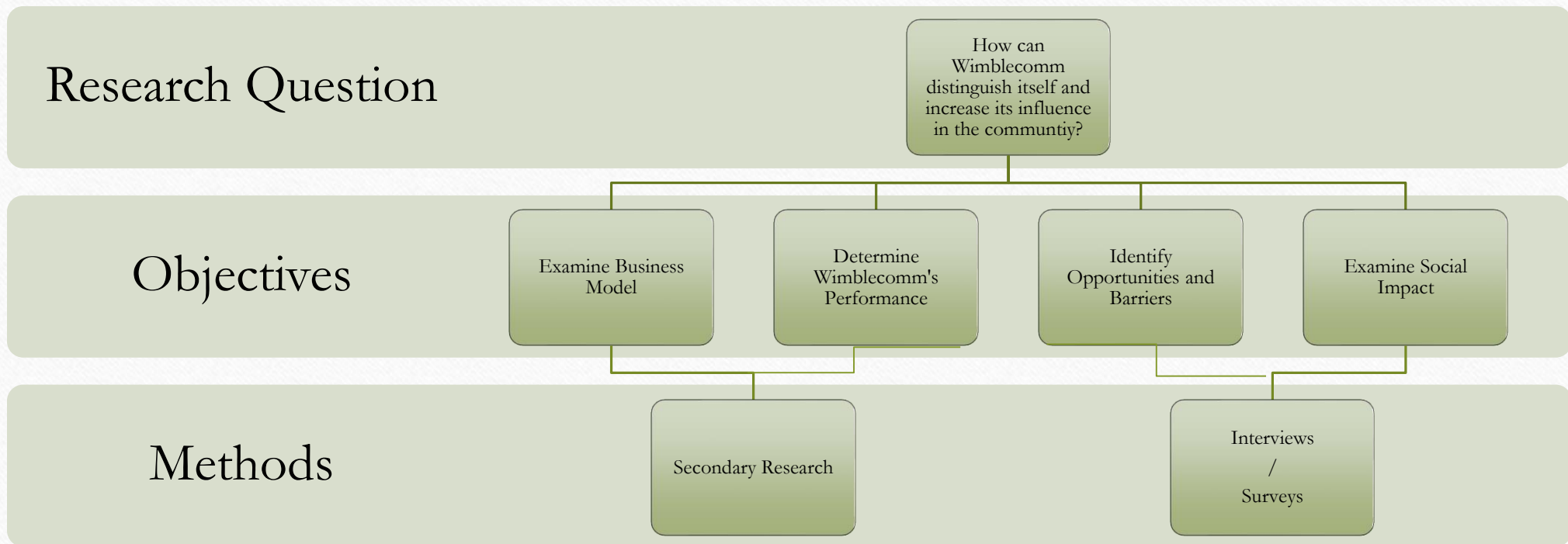- Capital invested and dividend used to support new website

Wimblecomm

- To "help people find community space for hire …"

- Liaison between venue operators and venue users
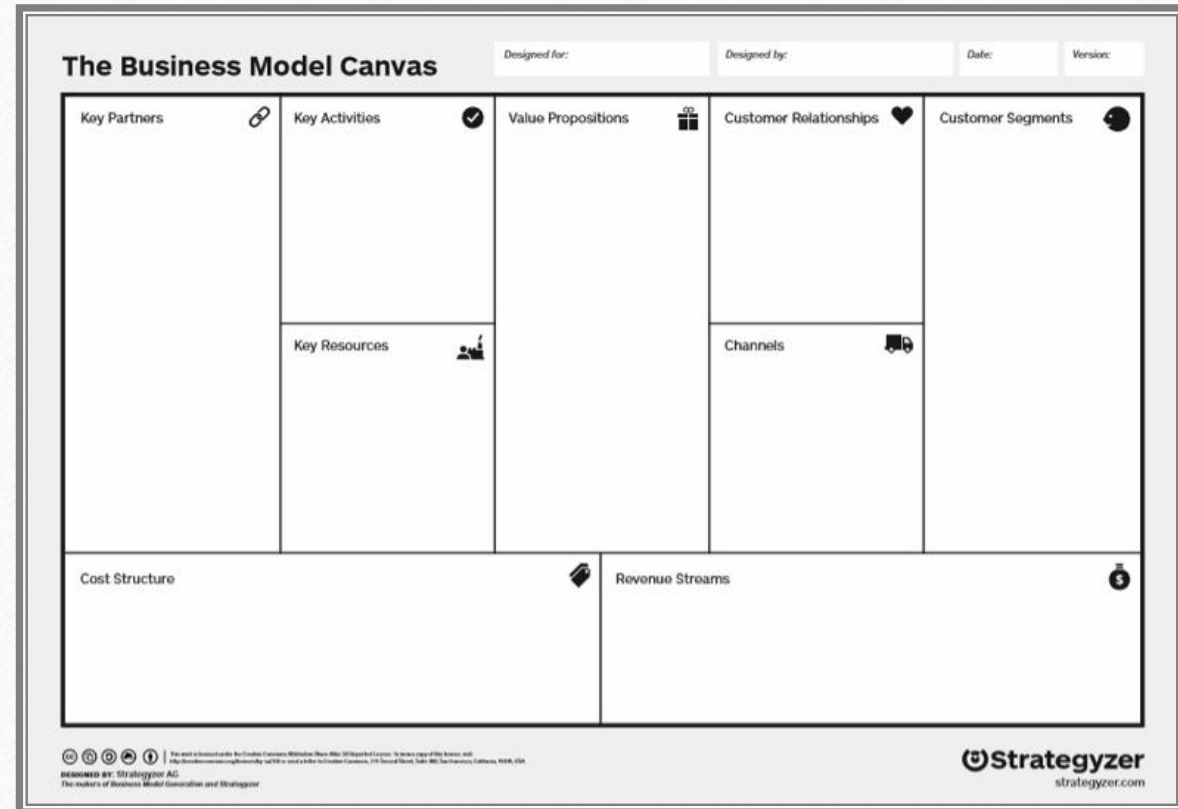
- Events calendar/Noticeboard

- Guest Blogs

Need space for hire in the
Merton Area?

Project Overview

Research Question

How can Wimblecomm distinguish itself and increase its influence in the communtiy?

Objectives

Examine Business Model

Determine Wimblecomm's Performance

Identify Opportunities and Barriers

Examine Social Impact

Methods

Secondary Research

Interviews / Surveys

Examining the Business Model

- Osterwalder's Business Model Canvas

- Identify "gaps" in current model

Benchmarking Wimblecomm

- Determine site performance
- Tour/interview different local organizations
- Identify "similar" organizations
- Google Analytics

Meetings and Interviews

- South Wimbledon Community Center
- Polka Theatre
- Trinity United Reformed Church
- South Park Gardens
- Superhighways

- Love Wimbledon
- My Community Space
- MVSC
- Trustee Meeting
- Web Developer Meeting

Identifying Opportunities and Barriers

- List of survey recipients
  - Prospective Venue Providers
  - Current Venue Providers

Determining Social Impact Potential

- One target groups for surveys
  - General Public
- Tours/interviews with local organizations

Progress and Challenges

- Examine WCA's business model
  - WCA lacks business plan for Wimblecomm
  - How can Wimblecomm grow?
- Conduct market research
  - Hard to find similar nonprofit ventures within England
  - My Community Space

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Local venue operators Merton Council MVSC Love Wimbledon Merton Chamber of Commerce	Creating a website (Wimblecomm) List events on website Platform to engage with community	Local platform Opportunity Personal support	Underdeveloped	Venue operators General public/users
	Key Resources Website Web designer Paid staff Trustees/secretary Office electronics/computer		**Channels** Social media Local events	

| Cost Structure	Revenue Streams
Staffing and web development Admin/marketing costs	Dividends

Progress and Challenges

Application of Business Model Canvas
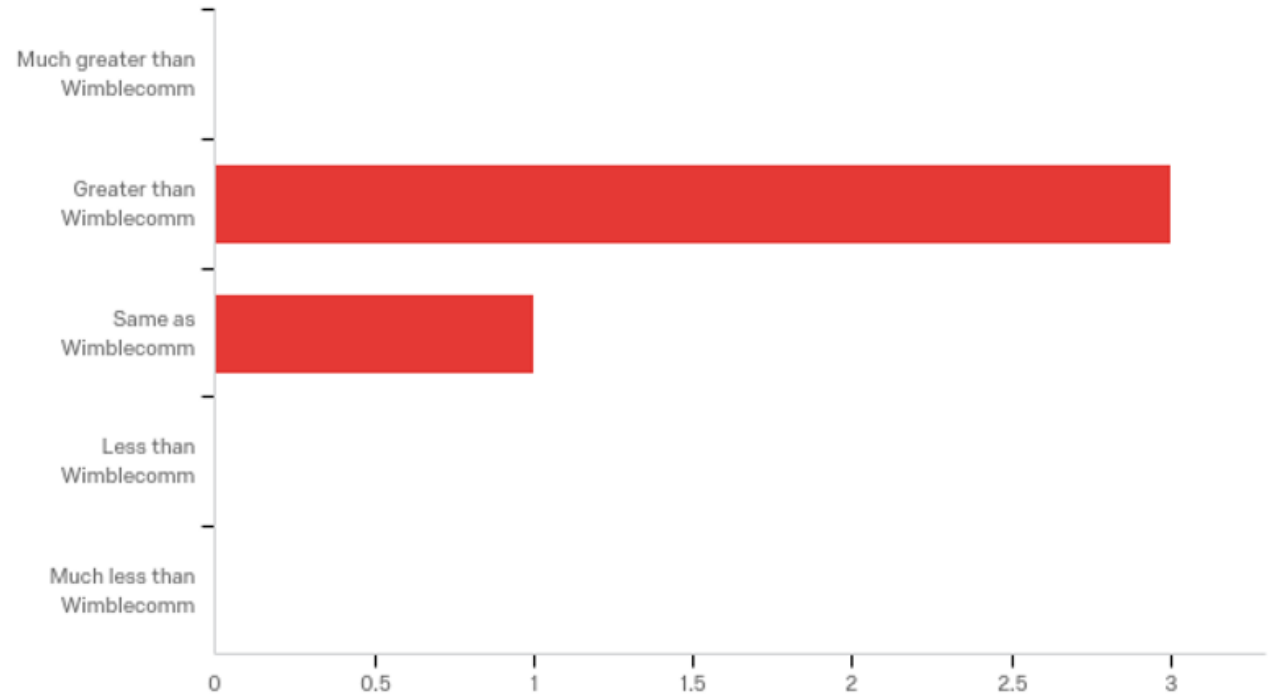
Progress and Challenges

- Identifying opportunities and barriers
  - Current venue provider survey - 18 responses
  - Prospective venue provider survey - 7 responses
- Examining social impact potential
  - General public survey - 56 responses
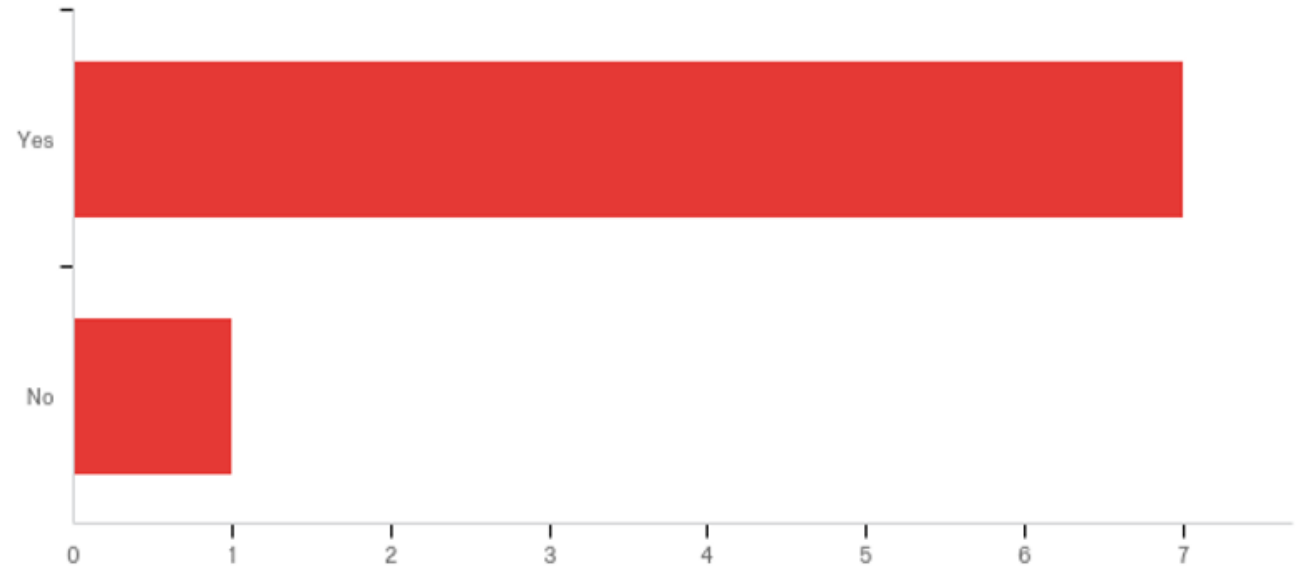
Wimblecomm Secures Venue Rentals
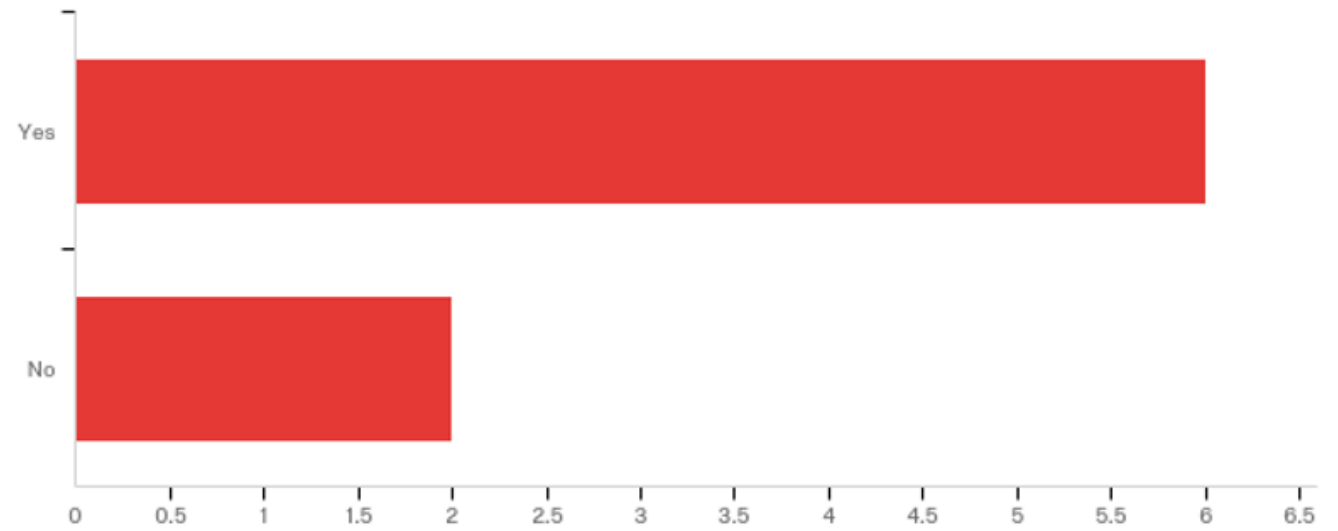
#	Answer	%	Count
1	Yes	75.00%	6
2	No	25.00%	2
	Total	100%	8

Prioritize Attracting Users

#	Answer	%	Count
1	Much greater than Wimblecomm	0.00%	0
2	Greater than Wimblecomm	75.00%	3
3	Same as Wimblecomm	25.00%	1
4	Less than Wimblecomm	0.00%	0
5	Much less than Wimblecomm	0.00%	0
	Total	100%	4

Wimblecomm Matters to Venue Providers!

#	Answer	%	Count
1	Yes	87.50%	7
2	No	12.50%	1
	Total	100%	8

General Public Doesn't Use Wimblecomm
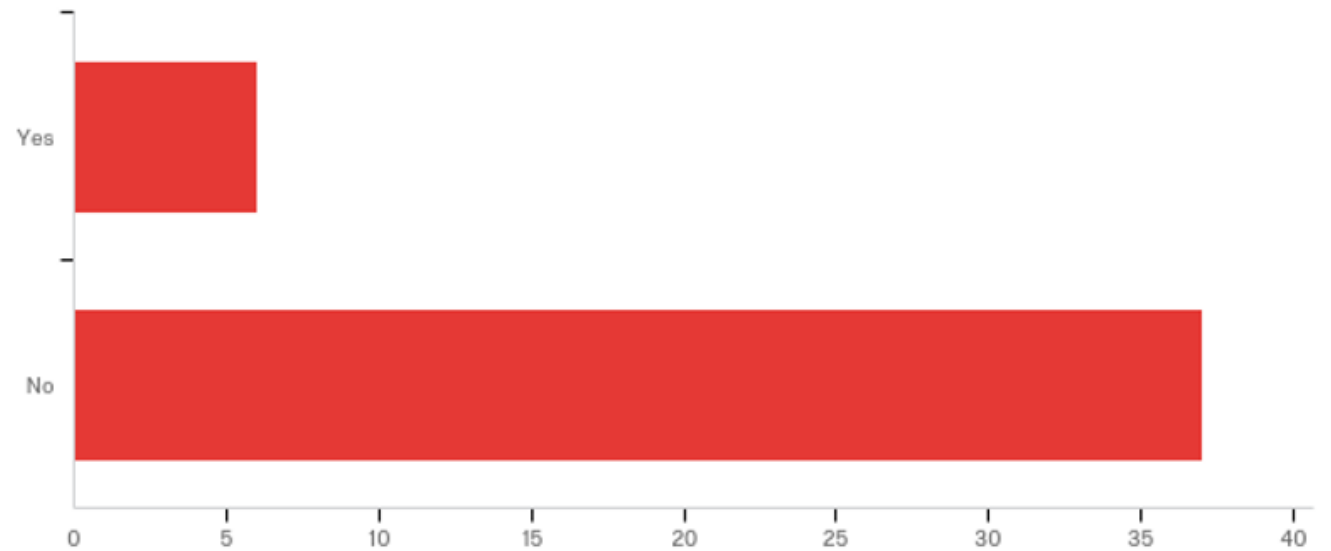
#	Answer	%	Count
1	Yes	13.95%	6
2	No	86.05%	37
	Total	100%	43

Lack of Awareness Regarding Wimblecomm
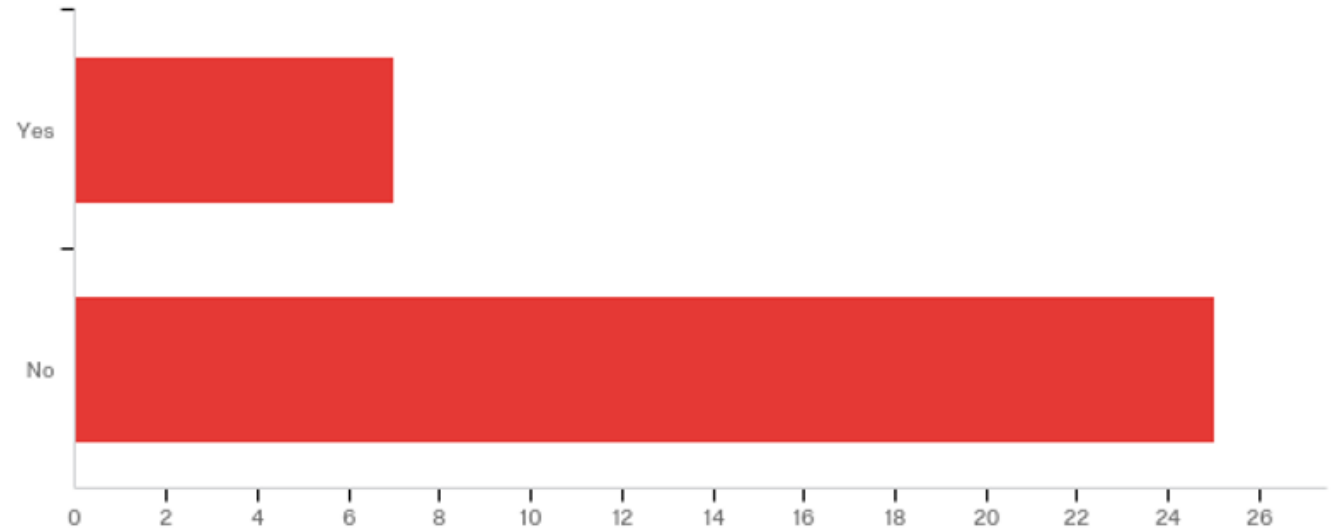
#	Answer	%	Count
1	Yes	21.88%	7
2	No	78.13%	25
	Total	100%	32

Facebook Most Popular Among General Public Respondents
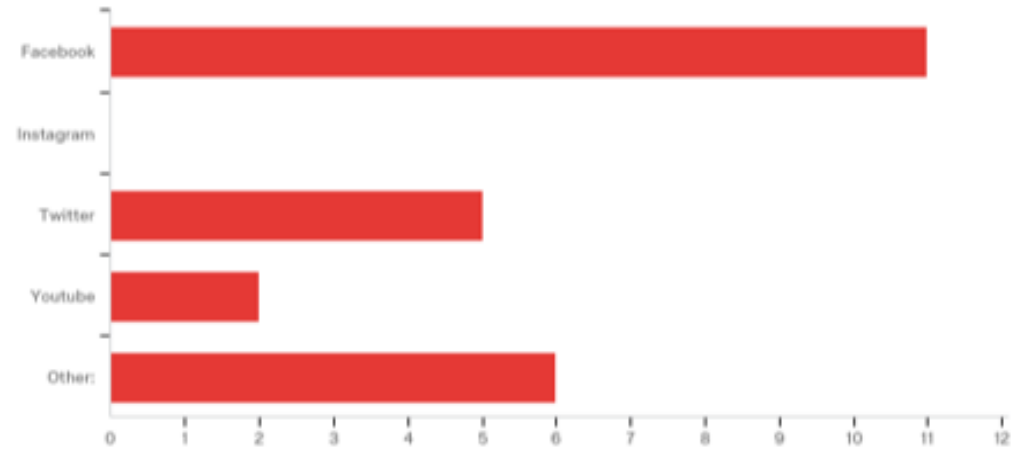
Other:

Other: - Text
Google
NEXT DOOR
Next Door
What's App
Linked In & Twitter

#	Answer	%	Count
1	Facebook	45.83%	11
2	Instagram	0.00%	0
3	Twitter	20.83%	5
4	Youtube	8.33%	2
5	Other:	25.00%	6
	Total	100%	24

Attend a Networking Event?
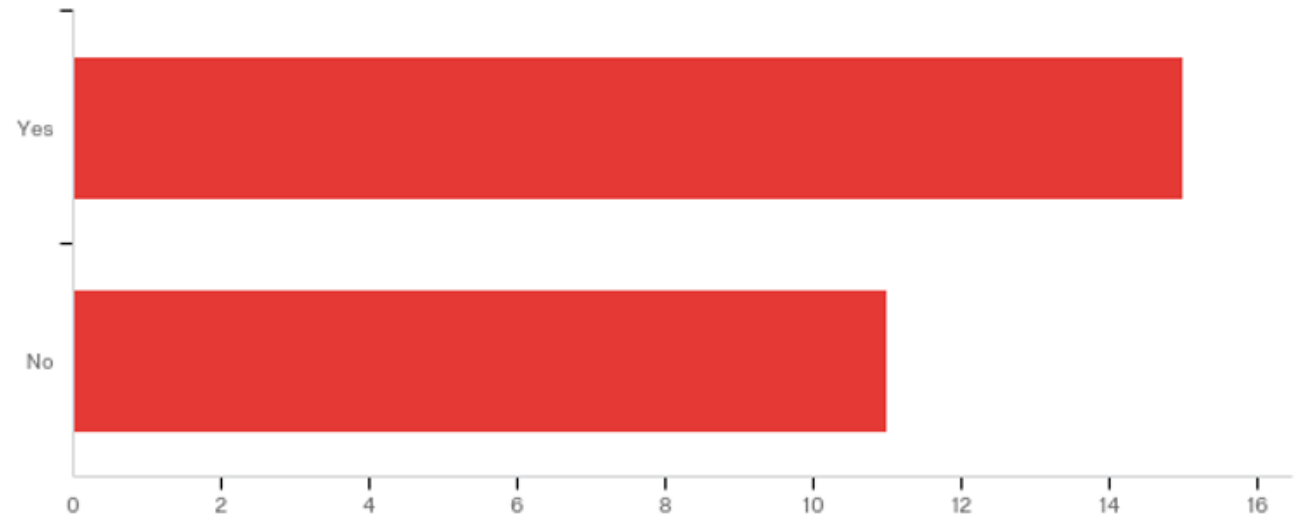
#	Answer	%	Count
1	Yes	57.69%	15
2	No	42.31%	11
	Total	100%	26

Reasons for Not Attending

Not sure what the purpose would be.

I think I know enough venues

Old and disabled

Not sure the relevance to me

Due to lack of time

No guarantee of £ being generated from networking. Limited resources

I'm afraid the questionnaire doesn't explain fully who wimblecomm are, or what the networking event is, so in this instance, with this little info, I don't think I'd attend a networking event.

Time restraints

Recommendations

- Develop a unified vision/identity for the WCA as an organization, distinct from the Wimblecomm venture

- Initiate a social media campaign to increase awareness

- Invest in hiring individuals with skills the WCA lacks

- Host a series of community networking events

- Identify alternatives to the Wimblecomm venture

Acknowledgements

- My Sponsors: David Hall, Susanne Ollig, and Naomi Martin

- Trustees and Temp: Roger Drage, Bill Lake, Jackie Chapman, and Genevieve Farrell

- My Advisors: Professors James Hanlan and Gbetonmasse Somasse

- Interviewees: Jeff Gunn, Kate Holmes, Hilary O'Connor, Elizabeth Scharinger, Sorrel Parsons, Kate White, Jenny Peters, Jil Hall, Sylvia Lucas, Sally Warren, Beau Fadahunsi, and George Cook

Questions/Comments?