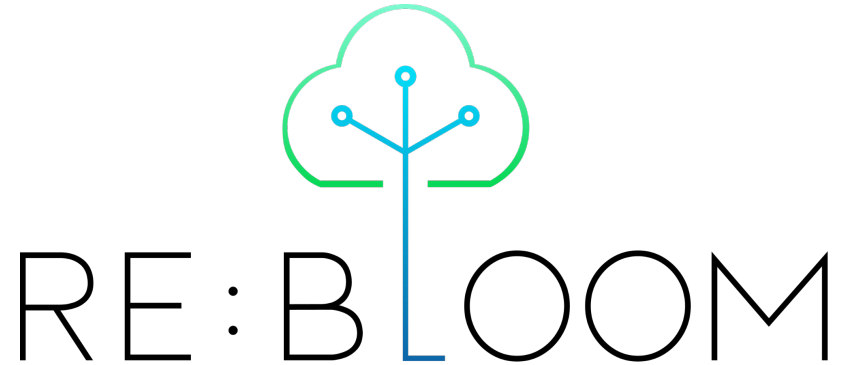


RE : BLOOM

# Non-Profit Web Agency

- 10 week program
- Volunteers → Tech Consultants
- Tech Consultants → Problem

**Goal:** Teach business owners how to edit, use, and maintain their tech



About

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# 35+ volunteers



# 5 partnerships



# 30 clients



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# Our Values



## Personalized

We identify the root problems and implement a solution that works for our client.



## Feedback Driven

Real people test our designs to validate that it is intuitive and easy-to-use.



## Community Focused

Our mission is to build local business communities through accessible and affordable web design.



## Sustainable

Our solutions are long-term and easily maintainable.

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# Our Team



**Abbey Mui**

Founder &  
Exec. Director



**Tyler Lee**

Strategy  
Analyst



**Jeff Xu**

Tech &  
Operations



**Anjali Akula**

Community  
Outreach



**Tina Lin**

Design & UX



**Michael Zhang**

Finance

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# Our Project Managers



**Abbey Mui**

Founder &  
Exec. Director



**Tyler Lee**

Strategy  
Analyst



**Jeff Xu**

Tech &  
Operations



**Anjali Akula**

Community  
Outreach



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**Michael Zhang**

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# How our process works

**4** cohorts a year

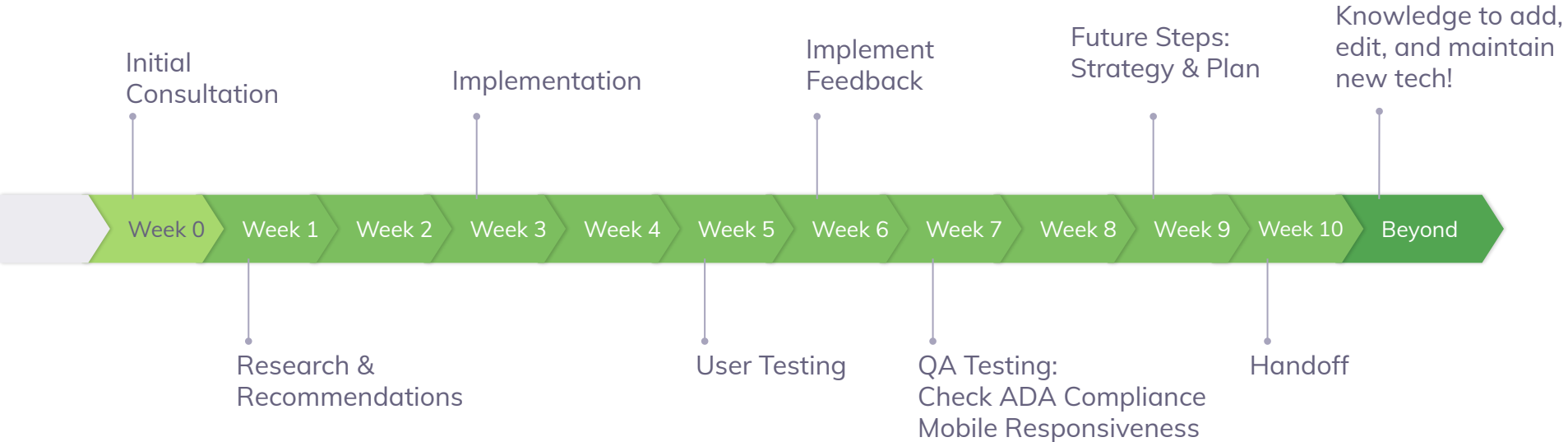
**10** week process

**4** people per team

**5-10** clients per cohort



# Our 10 week process





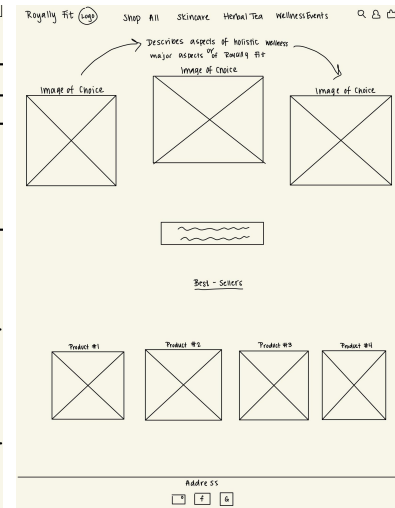
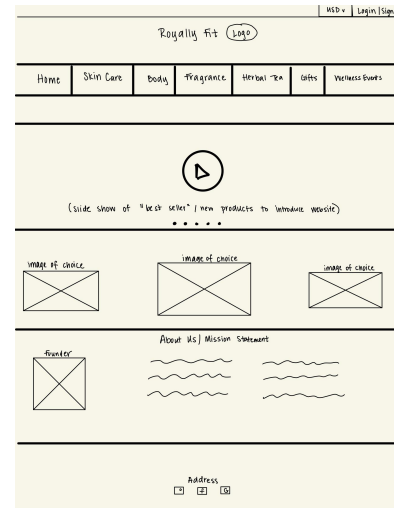
# Research + Recommendation

- No-Code solution that matches your tech abilities
- Focus on finding a sustainable solution
- Finding that works within your budget



# Design + Implementation

- Outline your website
- Implement website, typically from scratch, on platforms like Wix, Wordpress, Squarespace



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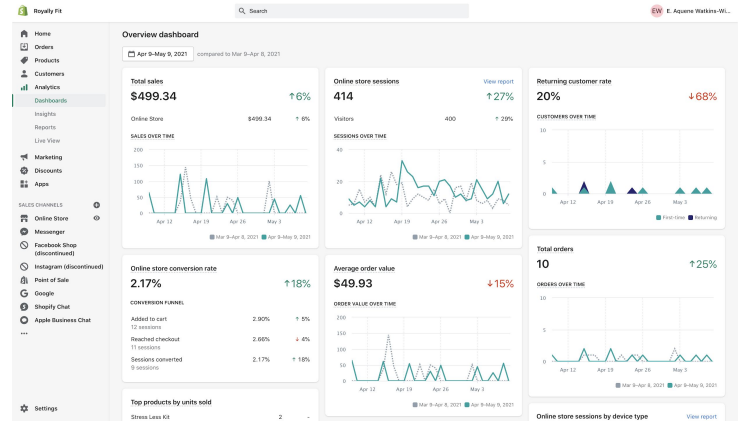
# User Testing

- We put our designs in front of real people before we go live
- 5-10 real users within your target audience
- Incorporate feedback on your designs



# Strategy & Planning

- Make sure the solution is **sustainable**
- Providing ideas for growth, future plans and documentation



About

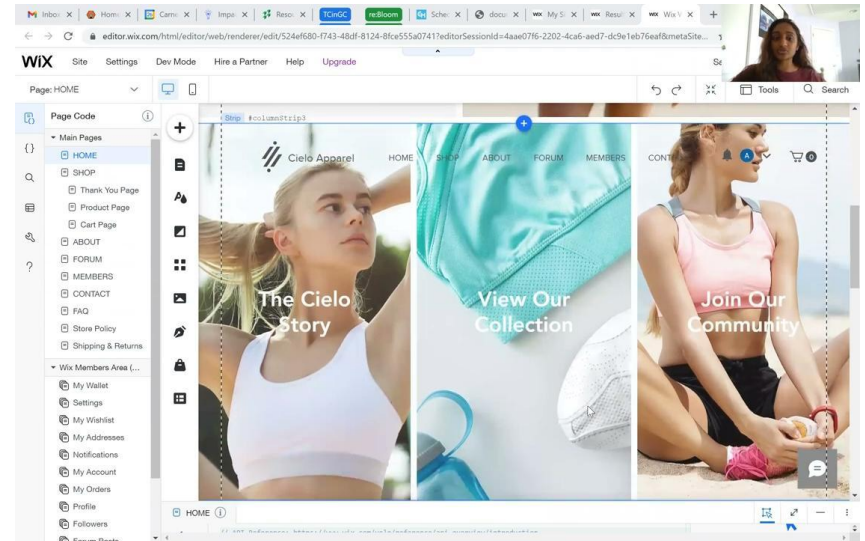
Process

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# Training

- Average of **5-10 training videos**
- Additional documentation
- Weekly instruction



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# Final Deliverable

- New / Updated Tech
- How-to Guide and Documentation
- **Training Videos**
- 1 free hour of maintenance





[About](#) [mSTRENGTHEN](#) [Athletic Outreach](#) [Blog](#) [Contact](#)

[Work With Us](#)



# STRENGTHEN MIND

CUSTOM COLLEGE COUNSELING FOR STUDENT ATHLETES AND WELLNESS &  
FITNESS TRAINING FOR ATHLETES & ATHLETES AT HEART

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## EXPLORE OUR PROGRAMS

---



# Achieve Growth

Turn your idea into a viable business positioned for intentional growth with the right target customer

[What we do >](#)

Hi I'm Tammy Szijarto!



“ I really appreciate what a great team I had. Even though I’m not tech savvy, I was able to address what I liked and did not like. We as a team were able to make decisions as to what would work best for my new website. The team’s patience was what I appreciated most.

- **Tina Hammerling**  
**Apollo Cafe**



# Getting Started with re:Bloom

**High priority** - We can't create your site without them!

- Logo and color palette with hex code/RGB values
- High Quality Images - ideally at least 5
- About Us/Mission Statement
- Products or services with prices



# What you need to bring

**Medium priority** - We'll likely need these assets during your project to make your website great.

- About the Founders / About employees
- Domain name
- Social Media Handles
- Donation links
- Testimonials from past clients
- Users and their emails for user testing

**Low priority** - Extras to add to your site to give it a more personal touch!

- Videos
- Graphs and/or charts
- Blog posts



# Time Commitment

**Weekly Meetings:** 1 hour weekly meeting with re:Bloom team

**Training:** 1-2 hours of training tasks per week

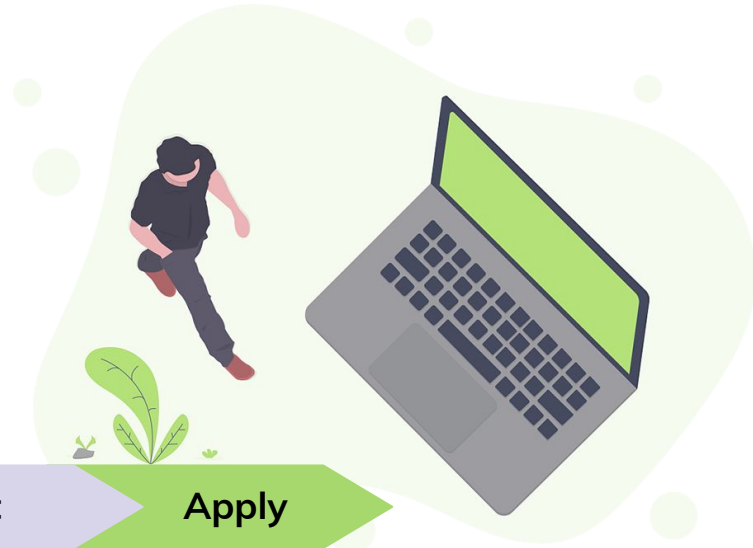
**Total:** 2-3 hours a week for 10 weeks

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# Save Time & Money



**\$800**

## Complete Package

- 80 hour project
- Hands-on Trainings
- Video Documentation
- 1 hour of maintenance



**\$40**

## Site Maintenance

- Site Updates
- Training Refresher
- Customization
- Monthly maintenance

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# Pricing Comparison

	Web Agency	re:Bloom	DIY
Cost	\$1,000+	\$800	\$40
Training/ Education	No	Yes	Yes
Time Spent	5 hours	25 hours	80+ hours



# Financing Options

- **Neighborhood Allies GOGO program** -  
<http://neighborhoodallies.org/resources/covid-19/gogo/>
- **Pay in installments**
  - 2 installments of \$400 each



# Our Criteria

We accept clients 3 times a year - in our fall, summer, and spring cohorts.

We evaluate client applications based on the following criteria:

1. Maturity (they should have a complete business plan)
2. Size (preferably 1-5 employees)
3. Project scope (is it feasible in a 10 week project)
4. Diversity and Inclusion (we focus on women & minority founders)
5. Mission Alignment (does their objective align with our mission)

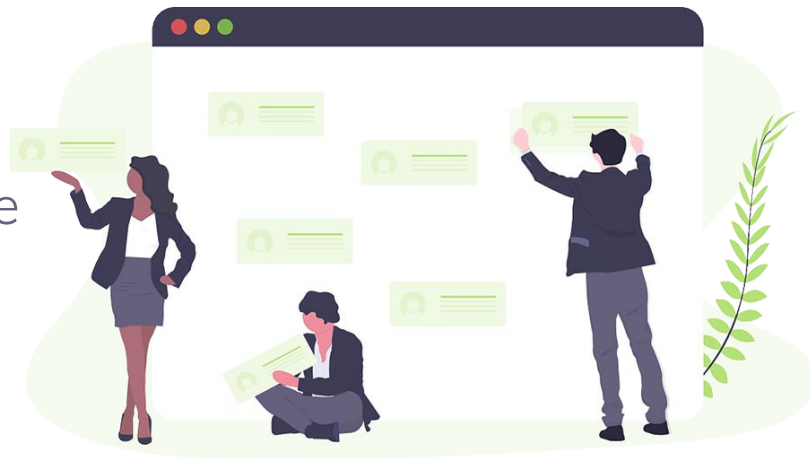
Our executive board vote on all client applications.





# How to Apply

- Applications open now!
  - <https://www.re-bloom.org/contact>
- Deadline is Jan 7, first come first serve
- Anticipated 10 total spots



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# Thanks!

## Any questions?



@rebloomdigital



anjali@re-bloom.org



[www.re-bloom.org](http://www.re-bloom.org)



# Our Advisors



Patricia Pan  
Consulting Advisor



Ja'Lisa Brown  
Small Business Advisor



Alyssa Rodriguez  
Diversity & Inclusion Advisor



# Appendix



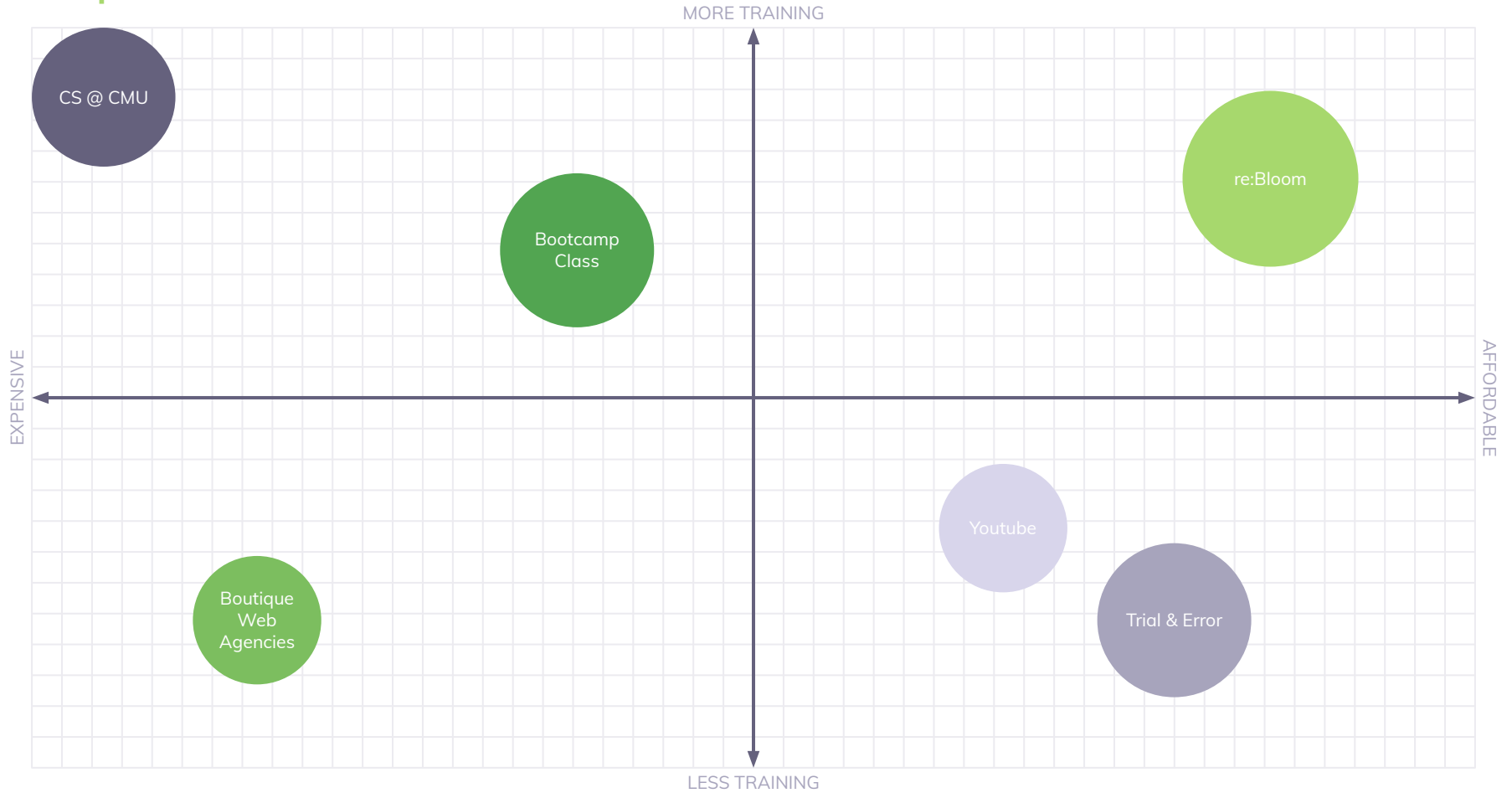
# Appendix I: Pricing

Complete package \$800 - our service is meant to be affordable for everyone. The \$800 price is there so our clients feel like they have skin in the game, which motivates them to work with us closely to deliver a good product. We've also found that community organizations are willing to pay some if not all of this price to support their communities.

User testing \$350 - user testing can be extremely time consuming, the \$350 price is meant to be affordable while compensating us for our time and effort.

Maintenance \$40 - most freelance web developers charge \$50/hr for their work. We offer high quality work for an affordable price so our clients can take advantage of our maintenance program to improve their website if needed.

# Competitor Matrix



# Appendix II: Statistics

79% of entrepreneurs with a business website expect to grow at least 25% in the next three to five years, compared to 64% of those without a site.

62% of companies have reported a mobile responsive website increases sales.

40% of users will not engage with a website that isn't mobile-friendly.

59% of Millennials will go to Amazon first when online shopping, making the giant online retailer one of your biggest competitors

Retail Brands increase revenue 28% via with ecommerce

# Appendix III: Volunteer Application

We recruit volunteers 4 times a year - in our spring, summer, fall and winter cohorts.

Our volunteers find us through our websites, our promotion on campus, and department newsletters at CMU.










We evaluate volunteer applications based on the following criteria:

1. Time commitment (at least 5 hours per week)
2. Relevant skills (prioritize design skills and experience with no-code platforms)
3. Growth potential (can they lead a project in the future)
4. Passion (are they excited about our mission)
5. Interest (why are they volunteering)

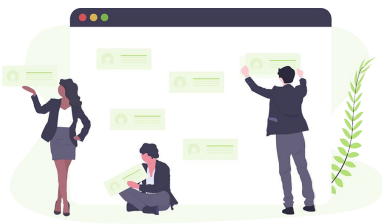
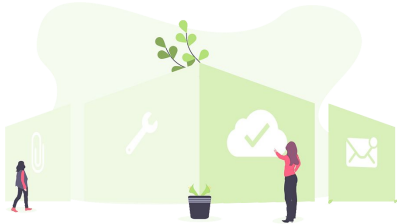
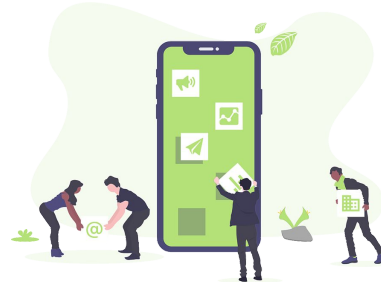
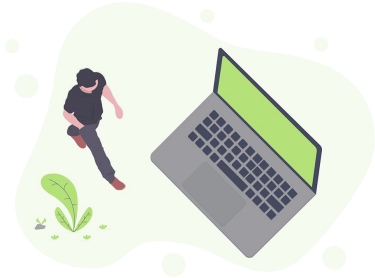
Our executive board vote on all volunteer applications



# Business Model Canvas

<p><b>Key Partners</b> Insert your content</p> 	<p><b>Key Activities</b> Insert your content</p> 	<p><b>Value Propositions</b> Insert your content</p> 	<p><b>Customer Relationships</b> Insert your content</p> 	<p><b>Customer Segments</b> Insert your content</p> 
<p><b>Cost Structure</b> Insert your content</p> 	<p><b>Key Resources</b> Insert your content</p> 		<p><b>Channels</b> Insert your content</p> 	<p><b>Revenue Streams</b> Insert your content</p> 

# Illustrations by [undraw.co](https://undraw.co) (completely free and without attribution)





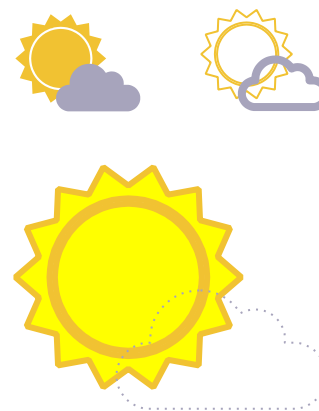
SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:



# Diagrams and infographics

