

TIP is a hybrid platform, that combines knowledge sharing, networking and use of workspaces. The project believes that shared journeys can increase life quality in work and avoid the professional loneliness that entrepreneurs, executives and/or creatives suffer. The TIP platform already impacted more than 2.000 people with its content and physical events.

Now TIP is aiming to bring even more value to entrepreneurs and professionals through three fundamental elements: community, education and flexibility in the use of digital and physical space. In this new format TIP members are part of a club, which focuses on redesigning work and accelerating talent.

### **Challenge description:**

- The challenge is to develop and launch a digital platform for TIP (not designed yet) as well as to increase the awareness of the already existing physical workspace.
- So, the task is to:
  - Present a proposal for TIPs digital platform, that provides unique digital experience for members.
  - Build a content marketing strategy that promotes TIP and focuses on mental health.
  - Create a campaign strategy for the launch of the TIP digital platform.

### **Assumptions:**

- It's important to understand the entrepreneurship scenario in Brazil: <https://brazilian.report/guide-to-brazil/2019/04/15/challenges-entrepreneurs-brazil/>.
- Also, the digital scenario in Brazil (completely different from social media adoption in Europe).
- TIP's founder is available to guide and answer all questions.

### **Deliverables:**

- Report or paper including:
  - The proposal for the digital platform.
  - A content marketing as well as campaign strategy.
- The important KPIs are:
  - User engagement on digital platform.
  - Subscriptions increasement plan.

### **Recommended methodology:**

- We suggest working backwards from amazon or any other methodology.
- We are available for meetings when needed.

### **Relevant material:**

- TIP's YouTube Channel: <https://www.youtube.com/user/pensetip>
- Further material will be provided.