

**ILVIEN**

# Business Thesis / Product Statement

ILVIEN uses media to inspire women to find themselves, and build community.

We are focused on the content that addresses loss and discovery of self, using short movies and documentaries to address these issues in various context, whether loss of self through the expectations of marriage or parenting, to loss of self through parental and cultural expectations, pressures or noise. Our messaging, via these creative outlets, is always a guide to find their way home.

# Value Prop

For the customer, our platform will always be the spot to reconnect the fragmented pieces that are as a result of this loss, via our short movies first, then as we add live webinars, and books on certain topics.

We will address loss of self that happens with female trailing spouses. Loss of self that occurs as women place their dreams on hold to navigate parenting and marriage, and loss of self that occurs within different cultural expectations. We will offer free services in some ways but majority will be a very low monthly uncumbered subscription and an upsell on our expert series, programs, and material.

However, we are constantly media content heavy.

# Our Customer

Our customers:

- 30 - 50 years
- Trailing spouses
- Stay at home mothers, middle class, who were on a professional route
- Mothers with the immediate realization of self loss from the empty nest.
- First generation women exposed to western culture and struggling to follow their own interest in conflict with their parents expectations.

# Discovery of Customer / Value Prop

**Hypothesis** - women want to relate to other women and are weary of the constant negativity on online forums

**Experiments** - Did a 10 question survey and randomly approached women on the street for answers.

**Results** - yes women do love to converse with other women and see a need for it. They join groups to get self improvement, to feel empowered, and to hear different perspectives, and majority are tired of negativity or trolls,

**Iterate** - I think ILVIEN is on the right path but the street surveys is not the best method for us to get deep, thoughtful answers for ILVIEN. Our questions did reveal that a platform is welcome but my next surveys will be to get into the mind of women in regards to finding out if they have dealt with self loss and what triggered it, and where they are on their journey to self.

# Lessons Learned

The most important lesson I can take away from this is to face my fear of narrowing my demographic and to halt the noise and get back into why I birth ILVIEN in the first place.