



Marketing Kit for Wki Certified Sites

Issue: 3.2

Marketing Kit for Wki Certified Coaches

Introduction - Purpose of this Kit:

This marketing kit is for the exclusive use of Wki Certified professionals. Inside you'll find logos, brand guidelines, images, web page content, social media content and other materials to help you build visibility for your Wki Program.

Please follow the guidelines and do not alter the images provided. All materials presented here (including written descriptions) are provided for your use.

Marketing Tips from Wki:

1. When you can, use visuals. This is an ideation program - visuals bring it to life. Avoid writing lots of text.
2. Take pictures of your own clients working with the Wki process and use those as well.
3. Share stories on social media of your own client successes. If you can (and with approval of your client) show their completed draft of a Wki framework and blog or post on social media to build awareness of your program. If you can't use your client draft, then create a mock up draft of your own and use an image of this as your teaser photo for the program.
4. Keep your messaging lively, energetic and engaging, just like the program. Tone is everything for a program like this.
5. Emphasize the points of difference between this program and others -- we've included a "what's different?" section inside.
6. Where possible, use video -- we will be posting some videos to the Wki Certified Coach library in February -- but you should create your own short video messages. See inside for the social media messages -- build off of these to create your own short videos to post on social media.
7. Use the resources and materials posted in the Wki Certified Coach Resource library: <https://coaches.wendykennedy.com>. There is a deep inventory of templates, images, and more available for you to use. You have a private access code to this library. If you are missing your access code, contact us.
8. Finally, **market your Wki Certified status. Use the "Wki Certified" seal on your web site, email signature, LinkedIn, and other areas.**

Branding & Logo Use:

I. Branding - Wki - wendykennedy.com

Wki is the corporate identity - always refer to the company as Wki - wendykennedy.com inc. in the first instance and “Wki” afterwards. Please do not use the phrase: “the Wendy Kennedy Institute”.



II. Branding - Wki Certified Coaches

Use the Wki Certified seal on all your communications as a certified coach. We ask you to use it on your email signature, web site along with a program description and in other outreach to signify you are certified to deliver this program.



III. Branding - Design Your Business for Science & Tech

This Wki product is our online platform for innovators to draft the Wki design tools in preparation for coaching by a Wki Certified Coach.

If you are a Wki DYB customer, please use this logo to build awareness of your program. Use this along with the program description provided in this document.



IV. Branding – Mainstreet DYB

This online platform is for business owners and entrepreneurs with mainstreet ideas. It gives them a process and tools to develop a solid business story and launch plan for their business, with coaching videos, tools and templates to support them every step of the way.



IV. Transition Away From So what? who cares? why you?®

We are transitioning away from this branding in favour of the brand DYB – Design Your Business.

Marketing Your DYB Program:

I. Corporate Description:

WKI is the creator of the popular ideation and design methodology, Design Your Business - DYB. For more than two decades, this methodology has helped to put new ideas on the payload of a spacecraft, launch new drug discoveries, bring game changing ideas to market and launch some of the hottest new food products. The WKI method offers engaging, visual frameworks innovators ideate with to explore the best path forward for their ideas to turn into market successes.

WKI is at work with over 25,000 innovators in 27 countries, along with a network of WKI certified professionals coaching innovators to create winning startups, launch new products, secure funding, and more. Learn more about WKI at: <https://wendykennedy.com>

II. Primary Message & Tagline:

- **DYB - Design Your Business** (primary tag line)
- The DYB **methodology** is for innovators to design the business value for their ideas.
- Meet WKI, the place where innovators come to design their ideas into businesses. Whether it's advanced research, medical devices, software solutions or even everyday products, the WKI methodology and frameworks guide innovators to explore and find the best path forward to turn ideas into business successes.

IV. Design Your Business Description:

WKI's Design Your Business method consists of 13 visual frameworks used to ideate and design the business value of an idea. It was created by founders with decades of experience as founders, funders, and startup veterans. The frameworks engage innovators to think

entrepreneurially about product-market fit, customer discovery, competitive difference makers, and build this thinking into a compelling value proposition. This method has delivered results for thousands of innovators in more than 27 countries, helping to secure investment, receive research grant awards, win pitch competitions and more.

<the graphics below should be used with the description above>

V. Design Your Business for Science & Tech Message:

Do you have a great idea but have trouble communicating its business potential? Do people misunderstand what you are trying to do? If this sounds like you, join us at Wki, where we help innovators design the business value of their ideas. Armed with the business value, you'll be equipped to engage investors, customers, and other supporters in discussions about the opportunity your idea represents.

Welcome to Wki's Design Your Business

Where innovators come to design the business value of their ideas.

Wki Design Your Business is an online, self-paced program to help innovators explore and design the best path forward for their idea as a business.

It consists of 9 interactive modules including tutorials, video tips, examples, and more to support you as you think through the business value of a new idea. The modules are organized to follow Wki's Design Your Business methodology and guide you as the innovator and founder to design the business value for your idea.

Modules are short and high impact, addressing best practices you need to know to work your idea through the Wki visual frameworks. There's also a tutorial and template to develop your pitch document using the materials you've created from your Wki design your business experience.

VI. Wki Ideation Program Description:

- The Wki Ideation program is for innovators to ideate and **design** the best value proposition for their idea.
- Innovators gather with other innovators in weekly ideation meetups, focused on designing the business value for their ideas.
- This program meets weekly for 9 weeks, with each session having a maximum of 3 hours. The focus is on **drawing, designing and discussion**, with founders arriving at each session with a draft of one of the assigned Wki frameworks from the So what? who cares? why you? methodology.
- **What can you Expect?** You can expect a small group of 6-10 early stage founders and innovators, each with a product idea or concept they're passionate about bringing to market. The program focuses on you and your idea or concept with dynamic conversations among the group, along with lots of drawing and discussions. You won't find lectures or training classes in the Wki Program. This is a founder focused program, which means you are on your feet, working with other founders and innovators sharing advice and ideas to build the business value into your idea.
- **What You Receive** - each participant receives Wki's Design Your Business design thinking methodology, in an online, self-paced format known as DYB. Each participant is asked to prepare a draft of a specific Wki design thinking framework in advance of each session and bring it for discussion at that week's meeting.

VII. What Makes the Wki Program Unique?

Use these images and call out statements below to showcase what's different about this program. Wki recommends creating a web page with the program description along with the statements/visuals below. A draft of web page content is provided at the end of this document.

1. **A Founder Focus** – it's about people with ideas coming together to explore the value. Small groups of founders working together to help each other discover the value of their ideas.

2. **Visual Frameworks** – visual tools that are easy to understand. These frameworks provide a common language for innovators to be sounding boards and advisors to each other.

3. **It's About Conversations** – Active, dynamic conversations about business value, for people who are not 'businesspeople'. These conversations promote debates, laughter and intense discussion – and push founders to consider the future possibilities for their ideas and the impact they can have.

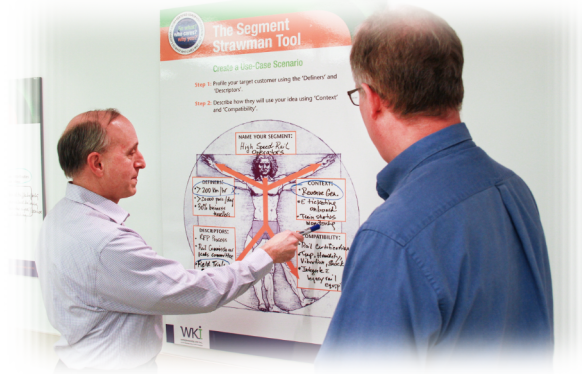
4. **Draw, Brainstorm & Debate the Business Value** – with Wki, we draw, sketch, model and map the possibilities for the future of an idea as a business. This is ideation around the business value.

5. **Hands-on and "Standing Room Always"** – So what? who cares? why you? gets founders on their feet and working together. These are meetings where founders roll up their sleeves to work on the business value of their ideas.



6. Action Oriented & Outcome

Driven – this is not a training class! this is a meeting place where decisions get made and the business value is defined. Every session ends with actions taken and an element of the business value decision made.



VIII. Marketing Ideas:

1. A **sample program web page** is provided at the end of this document. Use and adapt to suit your needs.
2. **Design a web page** using the Wki Program description above and include the “What’s Different?” points along with lots of photos of the program. Spread these down the page beside the six points.
3. **Host Lunch ’n Learns** (virtual if required) to introduce your program and the Wki Design Your Business Program. Use the PowerPoints in the Wki Coaches Resource Library to support this. Also make it engaging by showing one tool in action, such as the napkin drawing tool or the market fishbone tool. Get people engaged.
4. Design a **social media campaign** and sprinkle teaser copy for your program.
 - **Examples of social media teaser content** (link to your web page describing your program):
 - Could your next business idea be launched on a napkin? Come find out....
 - A picture is worth 1,000 words: Join us and find out how we bring ideas to life. It all starts with a cocktail napkin!
 - Every winning idea needs a difference maker - do you know what yours is? The Wki method at <insert your organization name> gives you the tools to find the difference maker in your idea.
 - What do 25,000+ innovators and entrepreneurs have in common? They have used the Wki methodology to design their ideas into success stories. This

proven method will uncover new and exciting paths forward for your idea or business. Talk with us to learn how we can help.

- Pitching a business idea requires clarity and confidence. And we can help with both. The Wki Ideation Program offered at <insert your organization's name and link to web page> has a track record helping founders and innovators pitch their ideas for investment, SBIR awards, competitions, and more. Learn more about the program here or talk with us here.
- Every business builder needs to be able to describe their business in one short sentence. That's not an easy task -- you first have to think things through so you can articulate the essence. Why not join us to "think things through" about your business. Whether you're a first time entrepreneur or a business owner, we have a proven method to help you design (and redesign) your business.
- Looking to secure SBIR Phase I funding. The Wki methodology used at <insert your organization name and link> has a proven track record of 95% success rate in SBIR awards. The Wki program has over 15 years of track record helping researchers, scientists, and engineers turn their ideas into business opportunities and the results speak for themselves.

IX. User Testimonials:

- saved us two years in finding our way.....
- we learned a way of thinking we'll use forever....
- the process transformed my approach to take my idea forward
- I've been in the top accelerators in the country. I've never been part of a program like this that changed the way I look at my idea.
- as a researcher, I'm conditioned to look at things in a particular way. This program challenged me in a good way. It lines up with the way researchers and scientists think.
- after completing this program and having my pitch deck, I was able to get funding from two angel groups in my area!

XI. Sample Web Page for Wki Program

Note: As a Wki Certified organization, you are authorized to insert your organization name and contact points inside this content. Please be sure to maintain the integrity of the Wki branding and messaging.

Design Your Idea into an Opportunity

The Wki Ideation Program

<please use lots of Wki Images to bring this page to life. Photos, brand marks, and other visual aids are available from us.

Also – BE SURE TO USE THIS Wki CERTIFIED SEAL IN YOUR MARKETING, EMAIL SIGNATURE, SOCIAL MEDIA, ETC. TO PROMOTE YOUR STATUS AS A Wki CERTIFIED COACH.



Welcome to the Wki Ideation Program where ideas of all shapes and sizes find their business value.

The Wki design thinking method has helped to put ideas on the payload of a space craft, launch new drug discoveries, create winning startups and deliver record funding for breakthrough ideas. Whether it's bioscience, medical devices, robotics, or perhaps a new food product, the design thinking tools inside will have you digging deep to find the best path forward to market.

Now, it's your turn...together, let's shine the brightest light on your idea and the full potential it holds. The Wki design thinking frameworks will have you sketching, modelling and mapping your idea in new and exciting ways to find the best path forward to market. Even more, the conversations you'll have with other business builders and the insights you'll gain during our weekly meetings will have you energized and fuelled to execute on this new path.

What's Different about Wki Ideation?



Let's just say this isn't your typical "training" program. This is all about you and your idea. It's entrepreneurial ideation which means there's a structure and process to ideate. Wki's Design Your Business methodology and frameworks are the core of the program. Weekly meetings ask you to bring your idea drafted inside a

specific Wki visual framework - one week we'll be asking you to present your idea on a napkin and another week you'll be listening to someone pitch their product-market fit to the group. This is all about you and our role is to coach you through the Wki Design frameworks as you peel back the layers on your idea to find its full potential.

Design Your Business

The Wki Design Your Business methodology combines the central business value topics with powerful design frameworks to help innovators think through the answers every investor, customer, and business backer wants to know. This method uncovers the answers to product-market fit, customer discovery, competitive advantage, and more and combines them into a value proposition document or pitch presentation at the ready for you.

Let's get started....

Are you a founder, innovator or business builder with an idea? Apply below and we'll be in touch for a conversation.

Be prepared to be inspired!

<insert a sign up form and contact information for your program>

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