

# Client Services

Client Services:	Services Details	Student Intern Services:
Client works with coPhilly for a 12 month engagement, during which, for a period of three months, a team of 3-4 Student interns are assigned to work with client to help client better prepare for a capital raise.		
PR Strategy Built	Make sure company is visible 30-90 days leading up to live fundraising with proper public-facing messaging.	Students create Press Releases and reach out to media contacts.
Funding Portal Identified	Review legalities and specifications involved with 50 leading crowdfunding portals and choose ideal portal based on client's funding goal, project category, and target audience.	Students research best practices of funding portals and disclose all vetting standards, fees, and reward restrictions.
Funding Goal and Timeline Identified	Identify a justifiable micro-goal, target-goal, and stretch-goal related to funding needs. Funding timeline will reflect client's available resources.	Students research price points related successful and failed campaigns.
Targeted Supporters Identified and Engaged	Client network quantified and evaluated based on existing metrics. Future engagement strategy outlined with actionable next steps.	Students help solicit new fans followers and friends both online and offline.
Targeted Supporters Converted to Donors, Clients, or Stakeholders	Post-engagement action plan will include a conversion strategy based on client's resources and bandwidth.	Students help answer FAQs for client's network – mainly online.
Brand Assessment	Current brand assets identified. If new brand is in development, a ramp-up strategy is created.	Students do focus group studies to help with branding and provide graphic design assistance.
Storyboard Narrative Framework Developed	Unique Value Proposition is identified and outlined through a combination of images, script, and other audio/visual content.	Students and clients have weekly online and offline collaboration sessions with storytelling experts.
Pitch Video Created	Storyboard narrative is converted into a powerful 2-5 minute pitch video.	Students help write video scripts, film, and edit basic video.
Social Media and Inbound Marketing Strategy	Ensuring social media profiles, blogs, and websites are driving traffic and converting visitors into paying clients.	Students do data analysis and reporting on client inbound metrics; Students do social promoting to increase results.

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Legal 101 needs identified	Identify needs related to patents, intellectual property, contracts, incorporation, securities offerings, etc.	Students do general research and reporting on legal options.
Financial Due Diligence 101 needs identified	Identify needs related to P&L statements, budgets, financial projections, taxes, securities filing, etc.	Students do general research and reporting on financial options. Students assist with creating basic financial statements.
Event: Student Ambassadors Meet & Match	Business owners interview and get matched with student interns.	Students meet with business owners who are seeking 90-day internship engagements.
Event: Advisors and Mentors Meet & Match	Business owners network and get connected with potential mentors and advisors.	No student involvement.
Event: Investors, Sponsors, and Donors Meet & Match	Business owners network and get connected with potential investors, sponsors, and donors.	No student involvement.
Event: Campaign Launch Party	Business owners can promote their company and crowdfunding campaign at any 1 of 3 Launch Parties, which take place in August, December, and April. Launch Parties are promotional events for clients to engage with media outlets, investors, donors, and the general public. Clients demo their campaign at this time.	Students promote events to ensure university stakeholders, media outlets, investors, donors, and the general public are aware of event. Students also help promote the event to increase virtual participation (Launch Parties are video recorded and streamed live).
Event: Crowdfunding Hackathon	Monthly collaboration sessions whereby 120 students and 30 business owners co-develop marketing content, graphic designs, and video footage to prepare for a capital campaign.	Students promote events and actively work with clients to create usable content related to their campaigns.
Offline Workshop Series	Offline workshops are 30-120 minutes in length and cover a variety of subjects related to crowdfunding, business development, and entrepreneurship. For complete list, see website.	Students attend workshops and work through roadblocks that clients experience as they develop their campaigns.
Online Courses	1000+ hours of video content, podcasts, and white papers on subjects related to crowdfunding, entrepreneurship, startups, and leadership. For complete list, see website.	Students write and publish white papers and video content related to client's industry, roadblocks, etc.