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Dayton's BEST Conceptual Design Presentation, 2017

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CONCEPTUAL DESIGN

Zac Siefker, Tess Isenmann, & Andrew Eckrich

SEE490/RCL595: Community Energy & Carbon Reduction Initiative

Promoting Business to Business Sharing

MISSION

Improve the physical and economic environment of Dayton, OH by promoting business-to-business and person-to-person sharing.

GEM CITY





UD ALUMNI

Intercessions

INSPIRATION

FACING PROTECT

HUMANS OF NY

RESILIENCE

NETWORK



GOALS

ISSUES

INNOVATION

ECONOMY
QUALITY OF LIFE
AFFORDABLE HOUSING
COMMUNITY
POLICE/MILITARY RELATIONSHIP

SUSTAINABLE

RESOURCES

INITIATIVES

MEETING POT



GOALS
REACT



WORLD

DESIGN GOALS

Short Term: This Semester

Connect at least **two businesses** by the end of the semester

Create a **platform** (App, Website, Student Group) that can continue to connect businesses. It needs to be quick and easy for business owners. The initial connections will serve as proof of concept.



DESIGN GOALS



Long Term: Three Years and Beyond

Contribute to current **inspiration** for business to be “Dayton.” This will keep money and resources within Dayton and draw the community together.

Social platform of people who are invested and passionate about this cause. Use the website to focus on the ***people***.

“Sustainability Promoter” UD student or other employee/volunteer to manage the website and **continue to make connections.**

IMPACT

Both Short- and Long-Term Goals Need Quantifiable Metrics

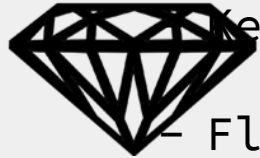
- Businesses/Jobs Created
- Connections Made
- Money Generated
- Money Saved
- Volume of Waste Saved
- Amount of Energy Saved
- Number of Participating Businesses



EDUCATION AND GUIDANCE

- Scott Murphy, Downtown Dayton Partnership
- AJ Ferguson, UpDayton
- Julie Sullivan, Dayton Development Coalition
- Mitch Heaton, Dayton Development Coalition
- Andrew White, Indigo Life Media / Nucleus Co-Share

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Kevin Hallinan, of course.

- Flyer Consulting

EARLY STRATEGY



People, people, people!

Talk to well-connected individuals who are familiar with these issues as well. See what's out there already. See what's not.

“Umbrella People”

The question: **Will this be an asset for businesses?**

EARLY CONCEPT AND VISION



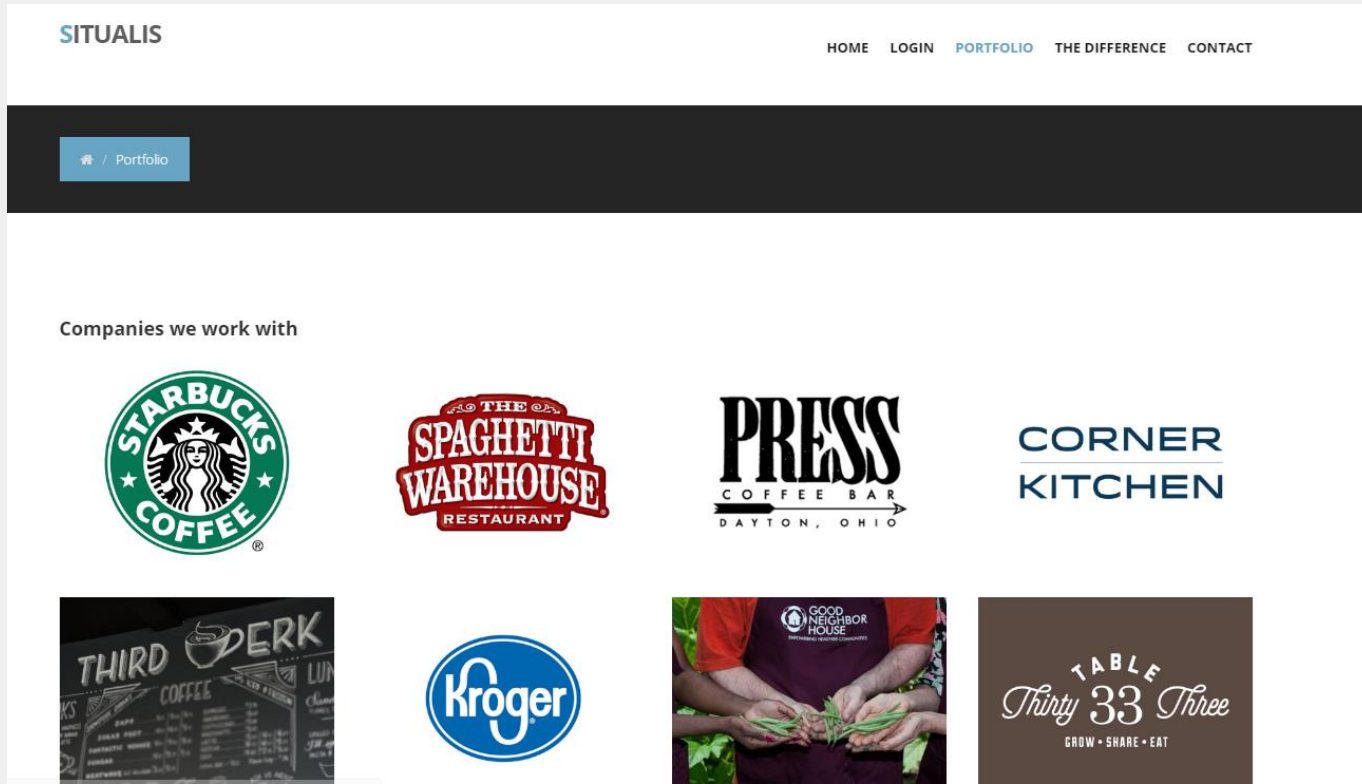
This project becomes an easy-to-use website platform for Dayton businesses to share, promote, and collaborate.

It will focus on the **HUMAN** side of businesses. Ongoing work for a UD intern could be interviewing business owners or patrons and placing HONY-like pieces on that business's profile.

A **points system** could be established to reward businesses for participating in sharing and local sourcing. They would earn a "Gem City Business" classification.

HACK-A-THON RESULTS

Evan Kurtz & Tyler Berkshire (Fr. CS) created **Situalis**



ADVICE THUS FAR...

- Vision big, but then plan small
- Approach large Dayton institutions' purchasing depts
 - UD, Premier, WSU
- Approach small Dayton institutions
 - "Have you attempted to purchase local? Why/why not?"
- Make sure this is a "no-ask" situation for businesses

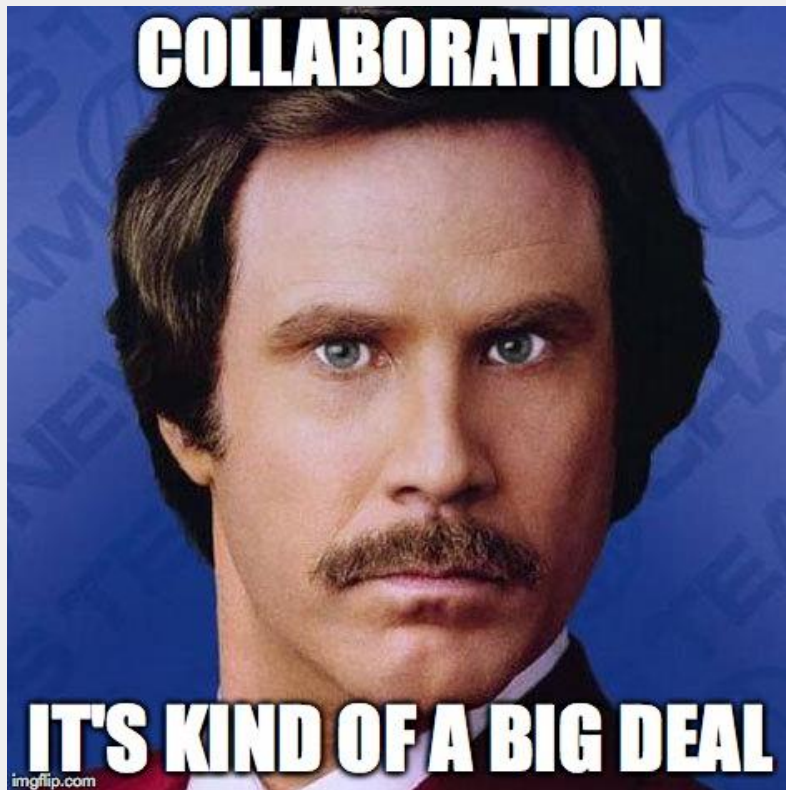
NEXT STEPS

- Further develop Situalis
 - Incorporate other teams' work into separate tabs
- Grow network of business leaders
- Develop B2B sharing connections to pilot this program

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QUESTIONS?



QUESTIONS FROM CLASS PRESENTATION 2/27/2017

- What connections exist right now?
- “Closed-loop system” - is this what we’re trying to do?
- What are we doing with this project? (connections or trading? ... Answer is BOTH)
- Who are the people logging on? Individuals vs. Corporate vs. cashiers?