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2015

## UCI and Entrepreneurship, Blog 1

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# UCI and Entrepreneurship

<https://rampages.us/entrepreneurship/>

Damoneke Harper

THOUGHTS ON “ASSIGNMENT #1 – ENTREPRENEURSHIP CREATIVITY”

**Damoneke Harper**

SEPTEMBER 20, 2015 AT 11:09 PM

I am very excited to be a part of history this week with the UCI World Racing Championship. So far I have attended the Opening Ceremony as well as the Time Trial Sessions (Elite Women’s Team Time Trial & Elite Men’s Team Time Trial). In the beginning I had no idea what I was watching and then I learned that the purpose of the time trials were to make a decision on the line up/placing of the major races. I am a World’s ambassador meaning I get to greet and welcome all of our spectators and incoming visitors. This also means I get a firsthand look at what people are experiencing because it is a part of my job to answer everyone’s questions. So far what I’ve observed about this event is that a lot of people are getting lost, many spectators are local and are not educated about what they are watching, spectators are not familiar with the schedule, of course logistics ( example: pedestrian cross), and it’s really hard to get good footage of this experience considering the speed of the cyclist. Suggestions and thoughts I’ve had begun with the pedestrian crossing stairs. I think it would have been a great idea to add a pedestrian ramp right next to the stairs or some sort of elevation crossing that isn’t such an inconvenience for folks traveling on bikes who have to carry their bike up and across the stairs and especially for those not capable of going up and down the stairs, meaning those on crutches, elderly people, or those in wheelchairs. These people who are unable to cross have to hike all the way up 2 blocks just to get to the other side of the street or struggle up and down ALL those stairs. I have witnessed a young lady struggle up&down the stairs because of her crutches and also saw an elderly woman fall down half of the stairs traveling downward. So it’s clear that they did not think this through because what may be convenient to us is not for those who are not fully-able bodied. Another concern I’ve had thus far is the unfortunate lack of knowledge some people have about the actual race. Fans of the cyclist are not the only people who are watching the race, there are people in the area and others who are interested and I feel that we could have been better prepared for those people. For instance I wish we had pamphlets to show a bit of information about the race, history, maps, bike race course, and times. I know there is an app available but everyone does not have access to this app nor the patience or energy to download it, not to mention a well put together pamphlet/brochure could be a nice keepsake. Another idea I had was that it would be really nice to have some monitors, projectors, mini screens of some sort for people to see of the race, especially for when it will start to get really crowded. And finally on a lighter note in my opinion I believe a selfie stick station with water could have been very successful. This would be a station with waters and people working selfie sticks for those who want challenging pictures with their family, cyclist, etc. These are some things I’ve noticed and began thinking about. I have taken some nice pictures and videos of myself and things I’ve observed I will be emailing them to Professor Jay since I can not attach them to this post and if anyone is interested you

can reply and I will send them to you as well.

Damoneke Harper

## ASSIGNMENT #2 – DRAFT VALUE PROPOSITION

**Damoneke Harper**

SEPTEMBER 22, 2015 AT 6:28 AM

Value Proposition – Outside elevator

Customer- VCU Event Planners

Unmet need- A convenient cross for those incapable of using the stair cross walk

Solution- Pedestrians unable to use stairs may use alternative cross approach

Benefit- End users will not have the headache/migraine from trying to figure out how to get to desired destination.

Value Proposition- UCI Championship Monitors/Screens live streaming events and posting info

Customer-UCI Organization/VCU Event Planners

Unmet need-Inability to view race and cyclist

Solution- Ability to view race, cyclist, list of events, times, etc on big screens outside during race and also on smaller monitors possibly strategically placed.

Benefit- Fans, Participants, customers will all be able to view monitors and/or screens of the race (live stream) at locations outside like the middle of Monroe park, Franklin St, Fan Zones. And also in between races or on breaks could show list of events and times for that day. Also teams, riders, and countries represented by the cyclist.

-Damoneke Harper

## ASSIGNMENT #3 – CUSTOMER INTERVIEWS

**Damoneke Harper**

SEPTEMBER 23, 2015 AT 7:45 AM

It was very interesting to find that during my customer interviews I was not able to identify a true complaint about views of the race so I reckon people are satisfied with their location or have made the best of their access to technology, location/placing, or app. I was also looking for someone to mention their hope for better photographs or something to that effect but I also heard nothing about the challenge of getting good footage. Unfortunately after doing my customer interviews I see no need for a Selfie stick station for people to have assistance in taking photos or videos nor do I think monitors would have been a good investment. I still feel strongly that monitors/large screens would have been helpful and appreciated but not for a great amount of people, maybe a select few. Perhaps people like the real life feel of watching the race in person rather than looking at a screen. I did however find discomfort in opinions about the access for pedestrians. I still feel that the outside elevator/escalator, any type of outside transportation for crossing that is not inconvenient for people would be my best bet as far as being successful and making a good investment for the greater good while solving a major headache.

Value Proposition – Outside elevator

Customer- VCU Event Planners/VCU Logistics team

Unmet need- Event planners at VCU who are trying to manage crowd traffic in order to ensure spectators are able to navigate the course conveniently and safely without headache or confusion.  
Solution- Outside elevator/escalator, any type of outside transportation for crossing that is not inconvenient.

Benefit-Crowd management and convenient race travel for pedestrians.

\*I was only able to talk to about 3-4 people as far as interviews I hope to get more insight at work today, will post again if I gain any more diverse opinions/thoughts on the race.

## ASSIGNMENT #4 – UPDATE V.P. AND MORE C.I.

**Damoneke Harper**

[SEPTEMBER 23, 2015 AT 8:46 PM](#)

So today I was able to attend the UCI Road World Championships, Elite Men's Individual Time Trial. I spoke with at THE LEAST 12 people. EVERY person I talked with said they would have really liked to see more people. I asked people general questions and I asked people if they could change anything or add anything to their race experience and they all said they would have loved to see more people and crowd participation. Fans even said they would have liked to see a lot more students and school spirit other than seeing the same working faces everyday (a.k.a our lovely spirited school world ambassadors). I feel strongly that VCU should have not pushed students off campus because it would have been nice to see more people out representing. So I came to the conclusion that aside from the Fan Zones their should have been mini fan zones. We could have placed mini fan-zones around campus on the corners of the race named RAM-ZONES. Instead of just having the BIG Fan zones.

Value Proposition- Create Ram-Zones to promote the school, have small activities, and sell things like bells, VCU rams, objects with VCU's brand on it and etc.

Customer-

- 1)VCU Event Planners – People who buy the Ram Zone tents and invest in products sold at tent.
- 2)UCI Championship fans/viewers/participants- People who buy products from tent to cheer on teams/cyclist

Unmet need-Event planners who are trying to manage/increase crowd participation and involvement

Solution- Ram Zones on campus near race course

Benefit- Increased Crowd/fan participation, activities, and student involvement. VCU's name out and celebrated.

**Damoneke Harper**

[SEPTEMBER 23, 2015 AT 11:34 PM](#)

Sorry meant to add this-

Things that would specifically be included at the ram zone would be; pom poms, flags, banners, shirts, bottles, little rams, noise makers/bells, things that could be used everyday so they can remember VCU.

This would also include little games and activities people are able to play (for a limit) to win the products available for free.

Examples:

Pay \$1 for mini VCU flag

Pay \$1 for mini Favorite country flag

Pay \$2 for a noise maker

Pay \$10 for little ram

Pay \$5 for VCU t-shirt

Two free tries to put the little basketball in the hoop for a shirt/bottle/bell etc. After the two free bee's must pay a \$1 for the game or pay full price for whatever item desired.

## ASSIGNMENT #5 – YOUTUBE VIDEO

**Damoneke Harper**

[SEPTEMBER 25, 2015 AT 5:30 PM](#)

[youtube [http://www.youtube.com/watch?v=-X\\_gIZpxMyQ&w=560&h=315%5D](http://www.youtube.com/watch?v=-X_gIZpxMyQ&w=560&h=315%5D)

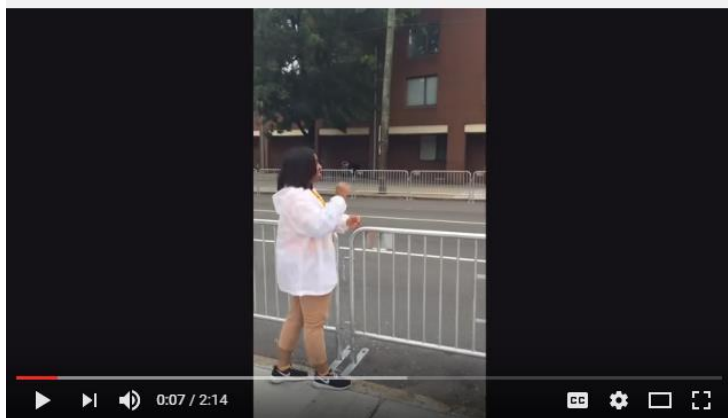
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 Damoneke Harper