

ServicesX

Marketplace connecting business service providers to business owners



IFundWomen Overview

- Funding, grants, and career coaching for women entrepreneurs and business owners
- 200,000 members
- \$4 million in yearly revenue, majority from career coaching

Problem: Coaching not scalable

- Coaching is our biggest revenue driver, \$2 million yearly
- Done by employees and contractors
- Not scalable, only linear growth

Opportunity

- Coaching members request recs for service providers (legal, design, PR, etc)
- 200,000 member base - different businesses and skill sets

Connections + new offering + transactions = new revenue stream

Solution: ServicesX



ifw

FIND A
SERVICESX
VENDOR

IFUNDWOMEN

For women who have big ideas,
we're here to help make them happen.

Start Your Journey

Get Coaching

Small Business Services

GET BUSINESS SERVICES

OFFER YOUR SERVICES

Get Funding

MVP Definition

Way for

1. Vendors to list services
2. Customer to view and purchase services
3. Vendors and customers to communicate about services
4. Vendors to receive payment

Scoping: list and view services

What information *must* be included about packages and vendors?

- a. Browse + search landing page - true MVP, customers must be able to find packages
- b. Package preview - user research; customers want to see details before purchasing
- c. Vendor business page - user research; customers want to see Vendor experience and portfolio (especially since ratings / reviews aren't available initially)

List, view, purchase services

Landing page

- Browse
- Search

*(*Filters and coaching highlight were added post-launch)*

The screenshot shows a landing page for 'ServicesX'. At the top, there is a navigation bar with links for 'Crowdfunding', 'Coaching', 'Grants', 'Community', 'Resources', and 'ServicesX'. Below the navigation, the main heading is 'Hire a freelancer', followed by a sub-heading: 'Let our vetted freelancers take items off your to-do list. Discover graphic designers, social media managers, fundraising coaches, and more.' A search bar is present with the placeholder text 'Search for services' and a magnifying glass icon. Below the search bar, there is a 'FILTER' section with buttons for 'Coaching', 'Social media', and 'Marketing'. Underneath the filters, there are two links: 'Request more services' and 'Offer your services'. The main content area is titled 'Explore business coaching on ServicesX' and features a grid of four service cards. Each card includes a profile picture, a title, a description, a price, and a 'View details' button. The cards are: 1. 'Developing And Equity Leadership Identity (Creating The Capacity For Courageousness)' by Sankore Consulting for \$2,100. 2. 'Branding, Content & Design For Entrepreneurs' by Step2Growth for \$6,000. 3. 'The Journey Always Begins With The 1st Step' by Sankore Consulting for \$400. 4. '1:1 Product Coaching' by Mind Catalyst for \$3,200. At the bottom right of the grid, there is a 'View more' link. Below the grid, there is a partial view of another row of service cards, including 'Sales Email', 'Ready For Revenue', 'Review Your', and 'Investor Pitch Deck'.

Package preview

- Sample
- Description
- What you get
- Delivery time
- Add to cart

The screenshot shows a service preview for a brand logo. On the left, there is a preview area with a yellow 'Example' label. It displays three variations of a logo for 'CARE CONCEPTS THERAPY' and a color palette. On the right, the price is '\$555' and the service is titled 'Happy Brand Logo' with a smiley face emoji. Below the title is the company name 'Happy Brand Company'. A descriptive paragraph follows: 'Imagine having a brand that supports your mission and has the impact you hope to create. Take the first step to create an inspiring and illuminating brand for the world to see. A design that truly captures your vision. "Hello world! I'm here to make a difference!"'. Under the heading 'WHAT YOU GET', there is a list of items: 'Custom logo.', 'Design that captures your vision.', 'All final art files: SVG, PDF, PNG, JPG, ICO (web favicon).', 'Full color + one color logo versions.', and 'Brand guideline PDF detailing fonts, colors, suggested imagery + brand elements.'. A 'Bonus:' section lists '5 social media templates customized to your newly developed brand. 100% editable.'. At the bottom of the preview area, it shows '2 revisions' and '14 day delivery'. A dark blue 'Add to cart' button is at the bottom right. The interface includes a top navigation bar with 'ifw' and a shopping cart icon, and a bottom navigation bar with a help icon.

Example

\$555

Happy Brand Logo 😊

[Happy Brand Company](#)

Imagine having a brand that supports your mission and has the impact you hope to create. Take the first step to create an inspiring and illuminating brand for the world to see. A design that truly captures your vision. "Hello world! I'm here to make a difference!"

WHAT YOU GET

- Custom logo.
- Design that captures your vision.
- All final art files: SVG, PDF, PNG, JPG, ICO (web favicon).
- Full color + one color logo versions.
- Brand guideline PDF detailing fonts, colors, suggested imagery + brand elements.

Bonus:

- 5 social media templates customized to your newly developed brand. 100% editable.

✓ 2 revisions ⌚ 14 day delivery

[Add to cart](#)

List, view, purchase services

Business page

- About
- Packages + add to cart
- Portfolio



Investment and business consulting for private businesses and early stage companies



The Ellevate Collective



DOROTHY ENRIQUEZ
5 Years in business

Contact

Remarkable Leaders Arent Born...They're Created! Lead Like A BOSS!

The Ellevate Collective is a premier learning and leadership development firm. We make leadership accessible, reliable and transformative. We offer solutions that help your leaders produce more leaders. We're on a mission to increase female representation in the C suite by 25% in 5 years. Ellevate Collective clients are small businesses that want to provide leadership opportunities to their employees as well as the CEO/Founder. We work with small business owners who seek to transform how their employees experience the world of work. They want to ignite inclusion, create high achieving, high purpose cultures and cultivate meaning, the highest level of happiness we can achieve.

PACKAGES | PORTFOLIO | FAQ

Packages

| | | |
|---|---|---|
| <p>\$350 The ABCs of Selling Group sessions for the entrepreneur who's already selling and making 3 or 4 figures a month and wants to increase it... VIEW DETAILS</p> <p>WHAT'S INCLUDED A 75 minute session In your session we will discuss your brand message, pitching, consultative selling, getting clear on the value you bring and</p> <p>Add to cart</p> | <p>\$750 Design Your Keynote Message What's the Real About this 3 Part Experience? So many people would rather die than speak in public. That doesn't have to be you. I can help you discover your appreciation... VIEW DETAILS</p> <p>WHAT'S INCLUDED What you get: A customized public speaking program designed to remedy the hiccups in your presentation skills. By discovering your public speaking fear past</p> <p>Add to cart</p> | <p>\$1,500 ACCElerate Group Coaching Program Accelerate means: to begin to move more quickly. Imagine your work and life with your foot on the gas pedal trusting you forward toward your goals and dreams. You have t... VIEW DETAILS</p> <p>WHAT'S INCLUDED Build proficiency in reflection, reframing, questioning, problem-solving planning, and time management Enhance personal flexibility and</p> <p>Add to cart</p> |
|---|---|---|

Portfolio

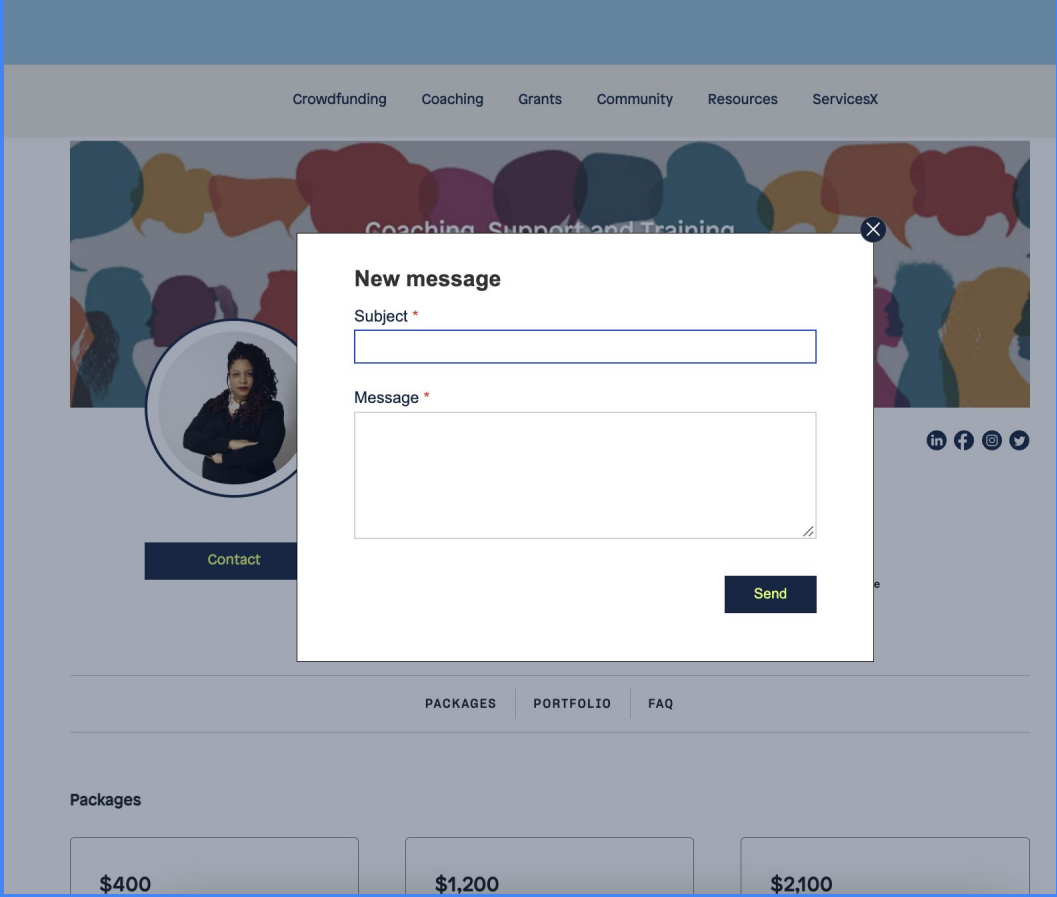
| | | |
|-----------------------------------|---|---|
| <p>Partial Client List</p> | <p>TODAY'S LEADERS NEED SOMETHING BRAND NEW.</p> <p>With the new normal, innovation is attached to impactful leadership.</p> <p>14 Firms for which Ellevate Collective programs are designed to help the leader succeed within the context of the company's business, revenue, and program investments. WE ARE THE MOST RESPONSIVE AND PERFORMANCE-FOCUSING.</p> | <p>The Ellevate Collective A Premier Learning & Leadership Firm</p> <ul style="list-style-type: none"> 82% Client Satisfaction 100% Client Retention 92% Client Referrals |
|-----------------------------------|---|---|

Scoping: vendor / customer messaging

Do we really need messaging at MVP?

- a. ~70% of customers said they would not purchase a package without first talking to the vendor
- b. ~60% of vendors said they would want to know customer requirements before agreeing to take an order

Inquiries from Business Page



Vendor / Customer Communication

Inbox with inquiries + orders

The screenshot displays the 'ifw' inbox interface. At the top left is the 'ifw' logo, and next to it is the word 'INBOX'. On the right side of the header, there is a user profile picture and a 'Completed' status indicator. Below the header, the main area is divided into two columns. The left column is titled 'Inbox' and contains a list of inquiries. Each inquiry entry includes a profile picture, a name, a number, and a snippet of text. The right column shows a detailed view of a message from 'Raeva Sayed' with the subject 'Service 1'. The message content includes status updates: 'The order status is now "Delivered."' and 'The order status is now "Completed": For additional help contact, help@fundwomen.com'. Below the message, there are two entries for 'Raeva Sayed' with the subject 'Customer Testing'. At the bottom of the message view, there is a text input field with the placeholder 'Write a message...', a paperclip icon for attachments, and a 'Send' button. On the far right, a vertical sidebar contains navigation links: 'Dashboard', 'Business Page', 'Help Center', 'Inbox', and 'Logout'. Below these links is a 'SWITCH PROFILES' section with a profile icon and the name 'Gundrum and Lamb'.

ifw INBOX

Inbox

Inquiries Orders

- Carolyn Spencer**
231232
The order status is...
- Karen Cahn**
231544
The order status is...
- Raeva Sayed**
231679
Testing...
- Carolyn Spencer**
231236
The order status is...
- Carolyn Spencer**

Raeva Sayed **Completed**
Service 1

The order status is now "Delivered".

The order status is now "Completed": For additional help contact, help@fundwomen.com

Raeva Sayed • Customer Testing

Raeva Sayed • Customer Testing

Write a message...

Send

Dashboard
Business Page
Help Center
Inbox
Logout


SWITCH PROFILES
Gundrum and Lamb

Scoping: payment integration

Stripe vs. PayPal

- Low fees
- Ability to test in sandbox mode
- Ease of connection for vendors
- Ability to hold and disperse funds until project is “complete”

Customer checkout with PayPal

**CHECKOUT**

ORDER SUMMARY

Happy Brand Logo 😊

\$555
Happy Brand Company

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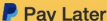



CONTACT DETAILS


| | |
|---|------------------------------------|
| First Name <i>Lauren</i> | Last Name <i>Gundrum</i> |
| Email Address <i>lauren.gundrum@gmail.com</i> | |

Upon selecting a payment method, you acknowledge you have read and agree to our [Terms of Use](#) and [Privacy Policy](#). You acknowledge that this order is non-refundable and is fulfilled by a vendor (not fulfilled by IFundWomen).

 **PayPal**

 **Pay Later**

 **Debit or Credit Card**


Powered by 

Transaction is secured and encrypted.

MY SALES

| Purchased | Customer | Status | Receipt |
|-----------|-----------------|-------------|-------------------|
| Service 1 | Carolyn Spencer | Completed | ↓ |
| Service 1 | Raeva Sayed | Completed | ↓ |
| Service 1 | Carolyn Spencer | Completed | ↓ |
| Service 2 | Karen Cahn | Completed | ↓ |
| Service 2 | Carolyn Spencer | Not started | Pending |
| Service 2 | Carolyn Spencer | Completed | ↓ |
| Service 1 | Carolyn Spencer | Completed | ↓ |

LINKED ACCOUNTS


Your Merchant ID: P7HGW93HG8PJIC
[Disconnect PayPal](#)

Vendor PayPal connect Package status

Trade-offs & scope reduction

Scope reduction: listing services

Need a way to

- Collect service info
- Import service info into ServicesX platform

Admin UI available in Drupal

→ Leave Vendor onboarding UI out of MVP

- Collect assets via Typeform
- Product and Ops teams built first stores manually

Trade-off: Third-Party Coaching vs. Services

Coaching

- Scalable product that customers want
- Scope for MVP
- Operational effort for rollout
- Doesn't disrupt existing products during testing

Services

- Scalable product that customers want
- Scope for MVP
- Operational effort for rollout
- Doesn't disrupt existing products during testing

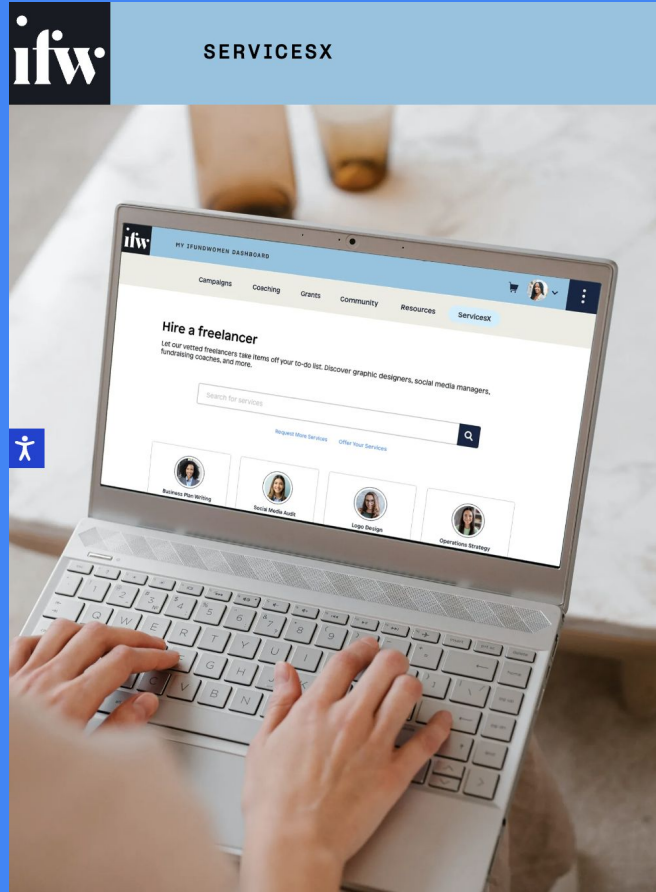
Launch / rollout

Beta launch - June 2022

- 28 hand-picked vendors
 - Recruitment & interviews
 - Collecting assets via Typeform
 - Business page created internally
- Landing page for Customers, “Join the waitlist” for Vendors
- “Beta” branding
- Topic request Typeform for Customers

Customer marketing page

<https://ifundwomen.com/services>

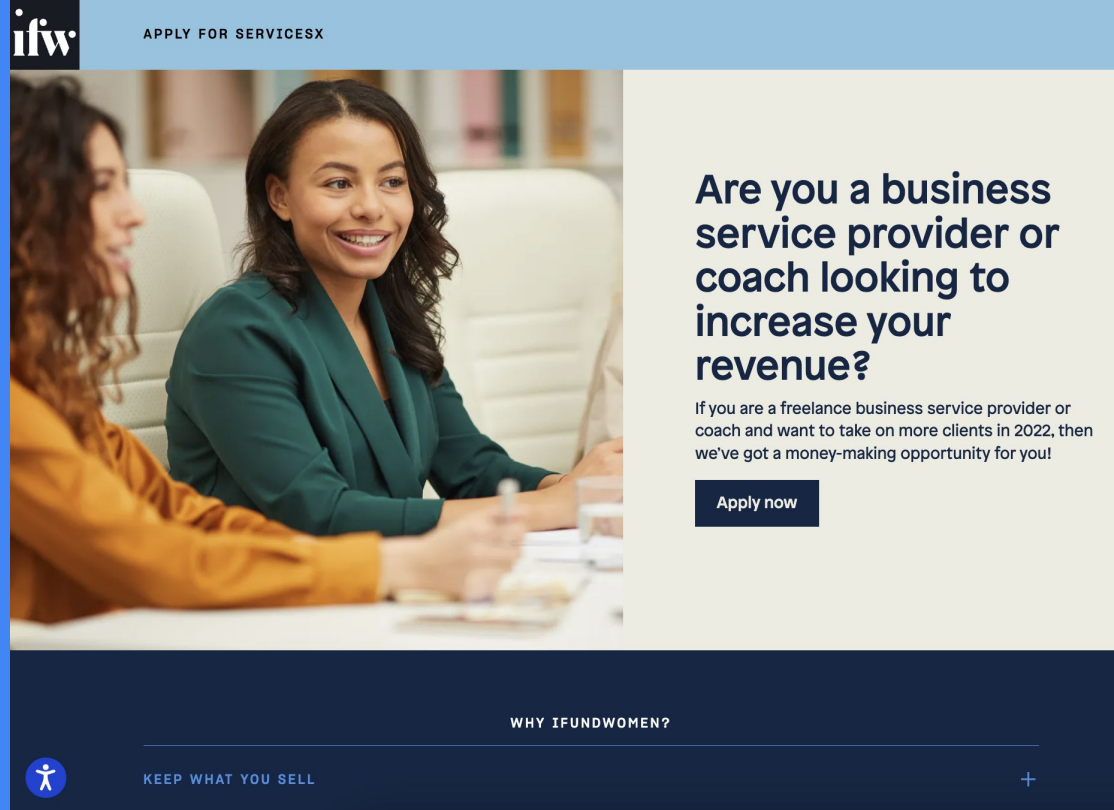


**Find vetted
experts to
grow your
business**

Browse experts

Vendor “apply” page

<https://ifundwomen.com/services-apply>





ifw APPLY FOR SERVICESX

Are you a business service provider or coach looking to increase your revenue?

If you are a freelance business service provider or coach and want to take on more clients in 2022, then we've got a money-making opportunity for you!

[Apply now](#)

WHY IFUNDWOMEN?

 KEEP WHAT YOU SELL 

Full launch - October 2022

- New vendor cohort - recruited Vendors (from waitlist) who offer in-demand topics (from topic request Typeform)
- Business model: \$3k subscription
 - Includes listing + “white glove” marketing package
 - Subscription invoicing with Stripe

Product impact

- \$60k in revenue for IFundWomen (20 paying vendors) in first two months; renews yearly
- >\$100k in revenue for vendors

But steep drop-offs from

- Marketing page to product page
- Only 10% of customers who add a package to cart actually purchase

Post-launch improvements

Fast follows

- Logged out view of landing page (to address marketing page → product page drop-off)
- Coaching highlight

Next steps

- Investigating low add-to-cart → purchase conversion
- Vendor store creation UI

Development process

- Agile method
 - 2 week sprints
 - Design ideation + demos/strategy with dev team
 - Grooming
 - Planning
- Weekly stakeholder demos
- Weekly releases on admin-only PR links for continuous testing