

# PS-EdTech Consulting

**Client:**  
**native.fm**

**Date:**  
**Jun 19 – April 20**

**Project:**  
**Business  
Development  
Consultancy for  
Student Events,  
Media and  
Engagement  
Platform Start Up**

**native.**

## **Client overview: native.fm**

- Native.fm is an events, media sales, engagement and ticketing platform start up with three years trading. They completed a successful second fund raise to take it to the next level in H1 2019.
- The business is based around an event discovery software platform and expanded into event curation / booking (music, DJ, spoken word) and media (acting as an agency working with brands). Native targets the youth sector primarily selling to student unions.
- The business model is predicated on B2B sales working with agencies, promoters and delivering services to Student Unions.
- As the business increases its volume of student / youth registrations and app downloads a wider B2C opportunity is created working with brands seeking to market to the youth audience.

## **Consultancy assignment brief**

Working directly with the Founder and CEO:

- Support with investor meetings.
- Refine the native value proposition for the SU events and media initiatives.
- Support with organisational re-structure and recruitment for the entire business.
- Create the infrastructure, sales engagement and operating model to support market entry and events, media sales and engagement service delivery into university Student Unions.
- Lead on discovery research to identify and prioritise user needs, complete options appraisal and business case to inform platform development options, white labelling strategy, establish pricing rate card and “implementation playbook”.

## **Consultancy outcomes**

1. Expanded business from 7 to 16 FTEs with the re-structure, creating an Account Management team, Operations function, recruiting a Business Development Director and Head of Activations for a brands agency function.
2. Implemented Pipedrive CRM with KPIs / reporting model and integration with Asana.
3. Designed, and delivered largest national Student Union Freshers survey for student insights.
4. Established collaborative strategic partnerships with SU membership management software providers.
5. Devised University Student Union partnership and stakeholder engagement plan that led to over 35 Student Union partnership agreements being secured in 3 months.