

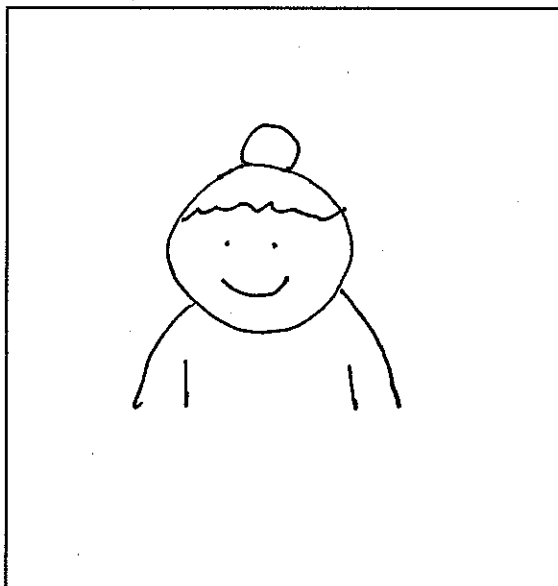
### CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

The Incubator club is a membership-based club for credit union members and non-credit union members to start their own small businesses.

Draw and describe the ideal user

Title Kate - Ideal Incubator Club Member



Name: Kate

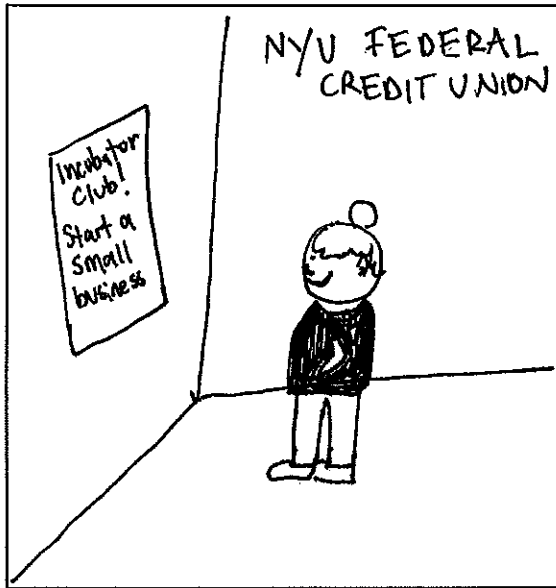
Age: 60

Profession: recently retired from magazine publishing industry  
Any Other Key characteristics: member of a credit union

Concisely describe what is happening

recently retired, but doesn't want to become inactive, and wants to continue to use her professional experience. Has had a small idea for a passion project for awhile, and finally has the time to pursue it. Her passion project is starting a lifestyle website.

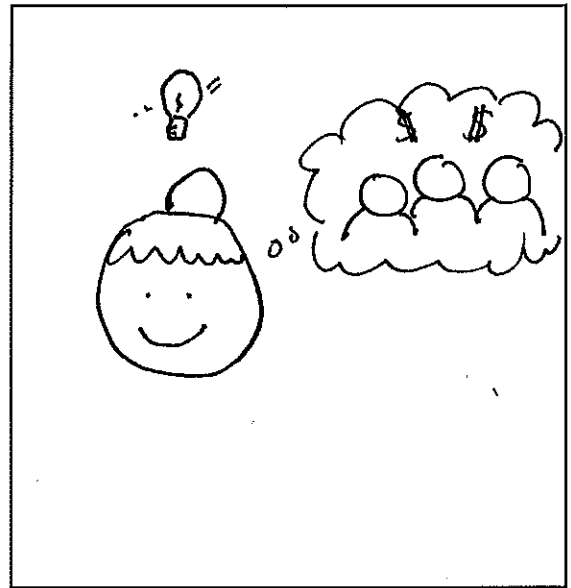
Title Awareness



Concisely describe what is happening

Kate goes to her C.U. branch to make a deposit. She sees an ad for the bi-monthly Incubator Club meet-up and sees that it is for people looking to start small businesses. She thinks it could apply to her

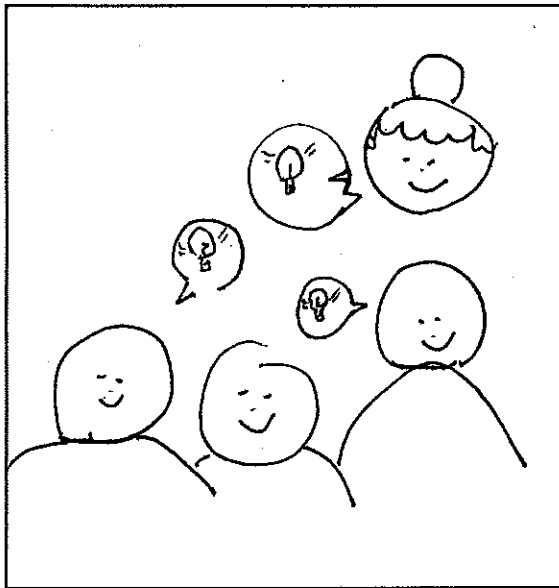
Title Thinking



Concisely describe what is happening

Kate thinks about her lifestyle website and wonders if the Incubator Club could help her bring her idea to fruition. She decides to attend a meet up to learn more about the club and see what other types of projects people have going.

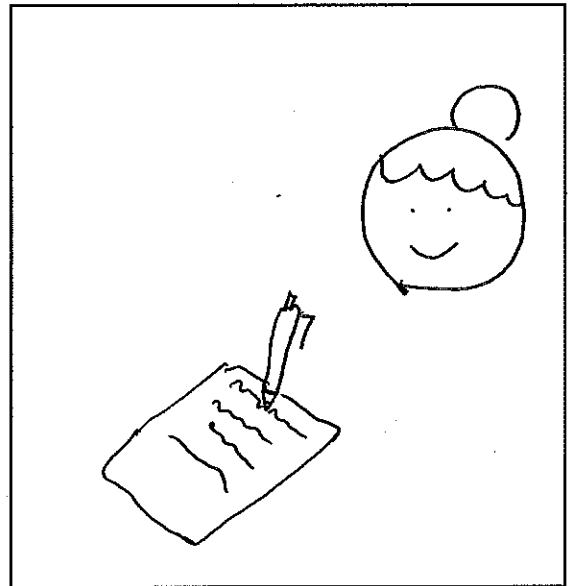
Title In-person Investigation



Concisely describe what is happening

Kate attends a meetup and feels that her idea could definitely develop in the incubator club. She meets other incubator club members.

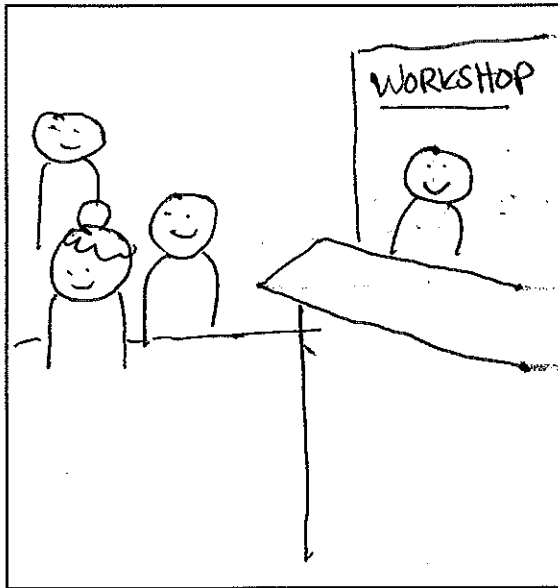
Title Signing Up (Joining)



Concisely describe what is happening

Kate decides the incubator club's resources will help her develop her plan. She looks forward to working with the credit union.

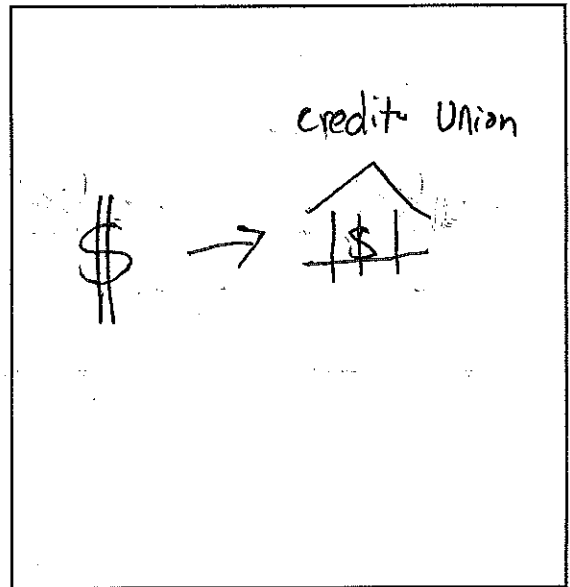
Title Refinement



Concisely describe what is happening

Kate develops her website/online business. She attends workshops and refines her idea. She learns about loans she can take out from the credit union if she needs. Workshops are community-specific and led by experts/business people from community.

Title Launch



Concisely describe what is happening

Kate launches her website. She begins to see profits from advertising. 5% of profits go back to the credit union.