

Environmental Impact / Sargolico

UM Pre-College Entrepreneurship Bootcamp

Day 8 = Pitch Day. All work completes by end of Day 7.

Vertical 4: Environmental Impact / Sargolico

Sponsor: Santiago Stebelski

Mission: Segment Sargolico's audience into 3 distinct groups, build a content strategy for each, design an email funnel that drives merch sales, and identify partnerships that extend the brand's reach.

Your KPIs

- 20 environmental supporter interviews
- 3 audience segments defined and profiled
- Content calendar built (10+ posts)
- 2-email Mailchimp funnel designed
- 10 potential partner organizations identified
- Linktree hub live
- **Stretch:** Increase merch sales during the program

Your Toolbox

Tool	Use
Google Forms	10-question audience survey
Google Sheets	3-segment audience table
Canva	All content: posts, stories, graphics
Later	Social content calendar
Mailchimp	2-email merch conversion sequence
Linktree	Centralized bio link hub
Notion	Partnership tracker

Day 1: Foundations

Read the Glossary. Note the definitions for Customer Persona, ICP, and Nurture Sequence – you will build all three this week. Prepare your 2-minute personal pitch.

Day 2: Pitches, Team Reveal, Setup

After pitches: create Slack channel #team-sargolico, set up Notion, watch the founder video, assign roles, read Days 3–4 before leaving.

Days 3–4: Discovery Sprint

Day 3 – Morning

Research Sargolico’s current brand (45 min). Visit every Sargolico platform. Document in Notion: who appears to follow them (look at comments and engagement), what content gets the most likes and shares (check top 10 posts), what merch they sell and at what prices, their mission in one sentence, and the tone they use.

Study 3 comparable environmental brands (45 min). Patagonia (patagonia.com + Instagram), 4Ocean (4ocean.com + social), Surfrider Foundation (surfrider.org). For each: how do they talk about their mission, how do they connect mission to a purchase, what content gets the most engagement.

Audience survey in Google Forms (30 min). Ten questions: relationship with environmental causes (4-option scale), how they stay informed, which issues matter most, custom product purchase history, what made them buy, what would stop them, annual cause-merch spend, content type they most engage with, what would make them share, whether they’d join a newsletter.

Day 3 – Afternoon

Launch outreach for 20 interviews. Post in your own networks, r/environment, r/sustainability, r/zerowaste, Facebook environmental clubs. Ask the sponsor if they can share the form with their existing audience. Goal: 10 responses before Day 4.

Day 3 checkpoint: Sargolico brand research in Notion. 3 comparable brand notes in Notion. Survey live and linked to Sheet. Outreach sent to 25+.

Day 4 – Morning

Analyze responses and define 3 segments. Look for natural clusters. Three common segments: The Activist (deeply passionate, already buys cause merch, wants full transparency on where money goes), The Conscious Consumer (cares but balances cost and convenience, needs social proof and ease of purchase), The Curious Newcomer (just learning, needs education before action, content is their entry point).

Build in Sheets – one row per segment with columns: Core Values, Content They Respond To, Merch Purchase Trigger, Best Platform, Message That Works.

Messaging hierarchy in Notion. For each segment: Headline message (one powerful sentence), Supporting copy (2–3 sentences for their specific motivation), CTA for merch (the exact phrase that makes them click Buy Now), What not to say (1 thing that turns this segment off).

Day 4 – Afternoon

Continue interview outreach if under 20. Follow up with everyone who opened but didn’t complete.

Day 4 checkpoint: 20 interviews complete and analyzed. 3 segments defined with all columns filled. Messaging hierarchy written for all 3. KPI board updated.

Days 5–6: Execution Sprint

Day 5 – Morning

Design content for all 3 segments in Canva. 2 graphics per segment = 6 total. Activist: bold, direct, action-forward. Conscious Consumer: warm, product + impact shown together. Newcomer: educational, “Did you know?” style. Each segment should feel slightly different while staying within Sargolico’s brand colors. Download all 6.

Content calendar in Later. Connect social accounts. Schedule 10 posts over Days 6–8: 2 targeting Activists, 2 targeting Conscious Consumers, 2 targeting Newcomers, 2 general brand/mission posts, 2 merch-specific posts with store link.

Day 5 – Afternoon

2-email Mailchimp funnel.

Email 1 – Education to Engagement: Subject uses a surprising environmental fact tied to Sargolico’s mission. Body: 3 paragraphs – the problem, what Sargolico is doing about it specifically, how you can join. CTA: “Explore the collection.”

Email 2 – Conversion: Subject: “Here is exactly where your purchase goes.” Body: specific breakdown – “When you buy [Product], \$X goes to [initiative]. That funds [specific impact].” Include a product photo. CTA: “Shop now” + urgency date.

Screenshot both previews.

Day 5 checkpoint: 6 Canva graphics created. 10-post calendar built in Later. 2-email funnel drafted with screenshots.

Day 6 – Morning

Set up Linktree. Go to linktr.ee, sign up free. Add in order: Merchandise Store, Newsletter Signup (“Join the Community”), Instagram, TikTok or YouTube, Learn About Our Mission (main website). Title: “Support Sargolico’s Mission.” Color matches brand. This URL goes in every social bio and in the email funnel.

Partnership tracker in Notion. Database: columns Organization, Contact Name, Type of Partnership, Pitch Sent, Response, Status. Find 10 potential partners: environmental nonprofits aligned with Sargolico’s mission, Florida university sustainability clubs, eco-friendly brands for co-promotion, environmental influencers (10K–100K), corporate sustainability teams. Send 5 outreach messages: 3-sentence student intro + request for 15-minute intro call.

Day 6 – Afternoon

Manually post at least 2 pieces of content today. Screenshot: Linktree page, Later calendar, Mailchimp previews, first live post with early engagement numbers.

Day 6 checkpoint: Linktree live and populated. 10 partnership targets in Notion with 5 outreach messages sent. First 2 posts live with screenshots. KPI board updated.

Day 7: Pitch Preparation

Slide	Title	Content
1	Cover	Team + Sargolico
2	The Brand	Mission, current audience, current merch
3	The Gap	What is missing in the current marketing strategy
4	Our Research	20 interviews, top 3 insights
5	The 3 Segments	Profiles with names, values, messaging hooks
6	Content Strategy	Later calendar screenshot (10 posts)
7	The Email Funnel	Mailchimp sequence overview
8	The Partnership Map	10 targets, pipeline status
9	Revenue Connection	Content to awareness to merch funnel diagram
10	The Ask	3 specific sponsor actions in the next 30 days

Day 8: Pitch Day

Be ready to answer: “How does content turn into merch sales?” Walk through the full chain: Content (reach) to Linktree (click) to Email signup (warm) to Email funnel (conversion) to Purchase. You built every step.

Program Syllabus

What This Program Is

Seven working days, 9 AM to 3 PM daily. Day 8 is pitch day. You are placed into a live business vertical with a real sponsor on Day 2. You execute inside that vertical and deliver real, sponsor-ready work by the end of Day 7.

The Execution Formula: Validation + Marketing + Management. “Product” is not in the formula. Build nothing before you validate demand.

Schedule

Day	Focus
Day 1	Startup vocabulary, BMC, VPC, customer discovery, the three costs (time, opportunity, money). Watch DoorDash YC pitch and Snapchat explainer. Homework: prepare your 2-minute personal pitch.
Day 2	Individual pitches (hard 2-minute cutoff). Team reveal. Vertical reveal. Tool setup: Slack channel, Notion workspace (KPI Board, Interview Log, Task List, Pitch Deck Outline), founder video, role assignments.
Days 3–4	Customer discovery sprint. Interviews, research, first KPI check.
Days 5–6	Execution sprint. Build, test, iterate.
Day 7	Pitch prep. Dry runs. All deliverables finalized.
Day 8	Final investor-style panel pitches. Feedback. Debrief.

Assessment

Component	Weight
Individual 2-minute pitch (Day 2)	20%
Team execution vs. KPI board (Days 3–7)	40%
Final investor pitch (Day 8)	30%
Engagement, professionalism, tool use	10%

Three Rules That Apply Every Day

1. **Evidence over opinion.** “I think customers want X” is worth zero. “12 out of 20 people said X” wins.
2. **Done beats perfect.** A live landing page with a typo beats a flawless one that doesn’t exist yet.
3. **Update your KPI board daily.** If it’s not on the board, it didn’t happen.

Pitch Day Rules (Day 8)

- Open with a real number, not a plan.

- Hard 8-minute cutoff. Practice until you know your 7:30 mark.
- Every team member is assigned slides before you walk in. No fumbling.
- Know your 3 hardest numbers without looking at the screen.
- End with a specific Ask – named channel, dollar amount, timeline.
- Export the deck as PDF the night before. Record a Loom backup of any live demo.

If You Get Stuck

Problem	Fix
Can't get interview responses	Post in a different community, change the subject line, offer to share findings
Tool not working	Use the backup tool listed in your toolbox, or ask your TA
Team conflict	5-minute timer, each person states position once, majority vote, document and move on
Behind on KPIs at Day 5	Triage: pick your 1–2 most important KPIs and cut everything else
Sponsor unreachable	Use materials already provided. Document outreach attempts – that's data.

Startup and AI Glossary

Core Startup Terms

Term	What It Means
BMC	Business Model Canvas – your business on one page across 9 blocks. Fill outside-in: start with the customer.
VPC	Value Proposition Canvas – customer jobs/pains/gains vs. your solution. Mismatch = guess, not product.
MVP	Minimum Viable Product – in 8 days this is a landing page, a form, or a manual process. Not code.
PMF	Product-Market Fit – 40%+ of users would be “very disappointed” if your product disappeared.
Pivot	Change one core assumption based on data. Day 4: discipline. Day 7: denial.
CAC	Customer Acquisition Cost – total spend divided by new customers. In this program: hours spent divided by customers converted.
LTV	Lifetime Value – total revenue from one customer over their full relationship with you. Target LTV:CAC of 3:1.
Churn	Customers lost this period divided by customers at start. Fix retention before scaling.
KPI	Metric with a deadline. Red on Day 5 means fixed by Day 6.
Unit Economics	Revenue minus cost per single unit. Negative = scale makes things worse.
WTP	Willingness to Pay – found through interviews, not surveys. Ask: “Have you ever paid for something like this?”
ICP	Ideal Customer Profile – the exact person most likely to convert and retain.
TAM/SAM/SOM	Total market / reachable portion / realistic near-term capture. Investors care about SOM.
NPS	Net Promoter Score – % Promoters minus % Detractors. Positive NPS from real users is strong pitch evidence.
Viral Coefficient	New users each user generates. $K > 1$ = self-sustaining growth.
UGC	User-Generated Content – reviews, videos, social posts created by users. Lowest-cost, most credible marketing.

The Four AI Tools

Rule: Use 3–4 tools in sequence. One tool for everything = mediocre outputs.

Tool	Best Use
------	----------

NotebookLM	Upload source documents. Answers cited directly to your sources. Fastest way to turn 40 pages into a 2-page action brief. Not a brainstorming tool.
Gemini	High-volume fast synthesis. Paste 25 interview responses, get a bullet-point summary. Longer free context than most.
Claude	Long-context reasoning and high-quality output. BMC/VPC analysis, pitch deck copy, pricing models. Save for pitch-critical work – daily message limits apply.
ChatGPT	Fast creative volume. 15 taglines, 20 headlines, quick name ideas. Generate options here, polish in Claude.

The Four-Tool Cascade

1. **Ingest (NotebookLM)** – Upload all source docs, get condensed outlines.
2. **Process (Gemini)** – Paste bulk data, synthesize fast.
3. **Reason (Claude)** – Feed outputs in for strategic analysis and high-quality writing.
4. **Ideate (ChatGPT)** – Generate volume fast, bring the best back to Claude to finish.

Context Management – 8 Rules

1. Compress before you paste. Run transcripts through NotebookLM or Gemini first. 90% fewer tokens, same output.
2. Keep a VERTICAL_BRIEF.md – under 400 words, updated daily. Paste at the top of every new AI session.
3. One task per session. Each major task gets its own conversation.
4. Match tool to task. Claude for quality reasoning. Gemini for bulk. ChatGPT for creative volume.
5. Build a Prompt Library in Notion. Save every prompt that produced a great output. By Day 5 you should have 10–15.
6. Specify output format. Weak: “Give me insights.” Strong: “Output a 4-column markdown table sorted by frequency.”
7. When a session degrades, start fresh. Paste your VERTICAL_BRIEF.md and continue. Don’t try to fix a degraded conversation.
8. Rotate tools when one hits its cap. Never stop working because one tool hit its limit.

AI Decision Matrix

Task	Tool
Summarize a 20-page document	NotebookLM
Synthesize 25 interview transcripts	Gemini
Build the BMC or VPC	Claude
Write the pitch deck narrative	Claude
Generate 15 tagline options	ChatGPT
Draft one cold outreach email	Claude
Draft 50 cold emails at scale	ChatGPT
Social captions and short copy	ChatGPT
Financial model from interview data	Claude

Web research synthesis	Gemini or ChatGPT (search on)
Build an automation	Make.com
Add AI to an automation	Make.com HTTP module to Claude API

No-Code Tool Reference

Tool	Use
Notion	KPI board, interview log, task list, pitch outline. Replaces five apps.
Canva	All design. Use the Brand Kit to lock colors and fonts from Day 2 onward.
Carrd.co	Landing page in under 1 hour. Free, no code.
Make.com	No-code automation. 1,000 free operations per month.
Mailchimp	Email marketing. 500 contacts and 1,000 emails per month free.
Buffer / Later	Social media scheduling. Plan content once, post across platforms.
Typeform / Tally	Polished survey forms with better UX than Google Forms.
Miro / Whimsical	Visual mapping. Whimsical for flowcharts, Miro for personas and journey maps.
Apollo.io	Verified B2B email finder. 50 free exports per month.
Hunter.io	Find emails by company domain. 25 free searches per month.
Loom	Record demos. 90 seconds of live demo beats any slide. Record before pitch day.
Similarweb	Competitor website traffic data. Use to validate market size.
Maze	Usability testing platform. Produces a quantified task success rate.
