Roots Academy

Play-to-Win Strategy Blueprint

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01 · Strategic Issue

Why do we need a new strategy?

- The 'Free Value Ceiling': free workshops run across 65+ campuses in six countries, but passive student engagement does not automatically convert into commercial scale, high-ticket monetisation, or long-term donor lifetime value (LTV).
- Vulnerability to grant fluctuations without predictable recurring revenue engines or structured corporate partnerships.

02 · Winning Aspiration

What measurable outcome will we achieve after resolving the issue?

- Transform Roots Academy from a decentralised student workshop provider into a self-sustaining, hybrid non-profit ecosystem that scales free student formation on campus while launching a £1K professional fellowship (200 sign-ups in Cohort 1) and predictable recurring donor revenue ('The Rooted Fellowship') by Q4 2027.

03 · Where to Play

In what fields do we compete? Which segments, channels, and geographies do we serve?

- Segments: university students & ISOCs (top-of-funnel); mid-career working professionals & alumni (high-ticket paid segment); progressive corporate L&D / wellbeing offsites & grant foundations.
- Channels: LinkedIn, Substack, YouTube/Instagram high-retention vertical video, and exclusive roundtable dinners.
- Geographies: UK core campuses, expanding digital footprints into North America and the Middle East.

04 · How to Win

What is our competitive advantage — low cost or differentiation?

- Differentiation (April Dunford model): uncompromising ethical and spiritual grounding combined with elite peer networks, executive mentorship, and CoachHub-style AI micro-coaching.
- The motion: a 'Seed, Land, and Expand' product-led growth model — seed free value on campus, land professionals into the £1,000 fellowship, expand corporate L&D stipends and recurring donor circles.

05 · Capabilities Needed

What do we need to be really great at doing?

- Community-Led Growth (CLG): viral campus ambassador loops that turn ISOC partners into active distribution nodes.
- Trust engineering & product rigour: the Typeform Product Framework (discovery to delivery) and aesthetic storytelling (School of Life / Jubilee style).
- Enterprise advisory sales: a non-salesy outbound motion (Iannarino & Voss frameworks) for corporate L&D stipends and major gifts.

06 · Systems Required

What systems, processes, and structures support our capabilities?

- Hybrid tech stack: HubSpot CRM, ManyChat automation, and community chat spaces tracking progression from student attendee to paid fellow to repeat donor.
- Data hierarchy: pipeline velocity, cost per acquisition (CPA), active monthly givers (MRR), and Net Promoter Scores.

07 · Reverse Engineering

What would be required for the strategy to be a set of winning choices?

- 3 months (Foundation): overhaul short-form content funnels, run 'Wizard of Oz' concierge validation, build the £1K fellowship landing page and open the waitlist.
- 6 months (Launch): execute the £7,500 launch campaign, host executive preview dinners in London and Manchester, secure 200 Cohort 1 sign-ups.
- 9 months (Scale): institutionalise 'The Rooted Fellowship' recurring MRR model and activate corporate wellbeing / L&D partnerships.

08 · Strategic Tests

How will we test the conditions — and which are most worrisome?

- The £1K price-point test: closed-door roundtable preview dinners with select alumni to test messaging friction and refine value positioning before public ad spend.
- Short-form conversion test: track click-through from TikTok/Reels student-dilemma content directly to workshop and waitlist sign-up pages.
- Donor retention test: analyse 30-, 60-, and 90-day engagement data for recurring donors to optimise automated impact reporting.

09 · Strategic Decision

Where do we choose to play — and how do we win there?

- The winning choice: Roots Academy operates a hybrid non-profit model — subsidising free, high-impact student leadership formation across 65+ campuses through high-ticket professional fellowships (£1K, 200 target, £7,500 budget), CoachHub-style AI coaching, and sustainable donor LTV.
- We prove definitively that moral clarity, community impact, and commercial rigour scale together.