

Useful Visitors



Pre-startup web company Useful Visitors is pioneering a new approach to international volunteering. By matching international travellers, who have lots of skills but limited time, with charities, schools or small businesses in their destination countries, the website allows travellers to volunteer their time at a fraction of the cost and hassle of traditional volunteering.

Useful Visitors chose us as its partner to create and implement its early phase growth strategy. This project is still in its early stages, but so far we have worked with the organisation's core management team to develop a "proof of concept" pilot project that is aimed at securing investment in the idea to enable further growth.

Specifically, we have supported the Useful Visitors team in:

- identifying sources of funding;
- researching their target markets;
- identifying potential revenue streams;
- creating a 12 month marketing strategy to connect with their various target audiences.

In the coming months, we will be:

- creating the visual identity for the company;
- overseeing the development of a Beta website;
- implementing digital marketing campaigns to promote the launch of the company.

What is The Ideas Garden?

We are a consultancy firm that helps creative and social entrepreneurs to turn their passions into sustainable, successful projects. Our services include:

- Research
- Business planning and strategy
- Funding and raising finance
- Sales and marketing
- Innovation and technology

Sow a seed!

If you have an idea for a creative or social project or would like to know more about our services, please do drop us a line or visit our website:

Email: sowaseed@theideasgarden.com

Website: www.theideasgarden.com