

H2 Ventures – Creative Growth Strategies **Macrovue** could adopt to grow its customer base

Macrovue owns and operates an online brokerage platform that provides investment insights for the finance sector.

Sales Growth: Theme-Specific Free Brokerage Credit during Celebrations

Premise: During celebrations such as Christmas, New Year, Easter, Hanukkah, Australia day, Earth Day etc., Macrovue should provide new accounts with free brokerage credit of \$400-500 AUD directed to those investments. With a predominant target of the socially conscious consumers, this would appeal to conservative and liberal thinkers alike, appealing in terms of valuing tradition, while also supporting new trends via the many 'trending' Vues.

For instance, for Earth Day, the Free Brokerage Credit could be spent on environmentally oriented or socially oriented Vues such as the "Feed the World" or "Clean Technology" Vues.

Benefits:

- i. This would help to tie Macrovue's popularity with festivities, helping to improve marketing initiatives.
- ii. This would also show how Macrovue is actively conscious of its Australian consumer base, which would make the company seem more relatable to potential customers than alternatives.

Marketing-Driven Growth: Sponsor Hackathons

Premise: Sponsoring a major hackathon would be a tremendous way to increase company branding and show that Macrovue supports innovation and opportunity. By directly sponsoring a hackathon on a leading AU campus, they could tap into a strong graduate and consumer market of young investors eager to invest but with limited experience. Hackathons gather the smartest technological and business talent among the domestic and sometimes international student bodies, who congregate to a given area, driven by the idea of solving challenges. Most often, large companies conduct hackathons with 80% of Fortune 100 companies running hackathons in 2017 ([Source](#)).

Benefits:

- i. In positioning core obstacles to future business growth, such as streamlining the app or designing better algorithmic tools to identify potential Vues as hackathon challenges, Macrovue could re-focus its employees on business implementation, and have students create the digital platform innovations necessary to improve Macrovue's actual product offering.
- ii. Student project involvement would create P2P marketing among students at the hackathon and beyond, who would be interested in working with an innovative company that is not a 'household name' unlike Deloitte, Amazon or Google, and who would thus tell their friends about their hackathon project.
- iii. Repeat hackathon events would raise the international profile of the app, helping to engage AU expats and visiting users, wherein retention – a core problem with typically brand-disloyal consumers, would be mitigated by the personal commitment many students would feel to the app due to hackathon experiences.
- iv. Hackathons would improve application numbers at Macrovue, in turn improving the average applicant quality, while lowering costs, as younger applicants (graduates) would demand lower wage than experienced hires.
- v. Hackathons would help to rekindle innovation drive within the firm, as employees would likely be motivated by the tide of energy brought by competitors via the Hackathon initiative.

Marketing-Driven Growth: Partner with universities and business schools to run medium term trade simulations across major AU university and business school campuses

Premise: Trade simulations across each major AU university or business school, would see students invest in a hypothetical Portfolios and seek to maximise returns over 3 months. The winning 3 submissions could then become actual optional Vues on the platform, and winners could receive a minor cash prize, redeemable only on Macrovue, to further encourage platform use.

Benefits:

- i. This would help to source new 'Vue' ideas for Macrovue, thus improving the product offering and helping to accelerate organic client growth.
- ii. These competitions would engage a large part of the student community, increasing the likelihood of student uptake of Macrovue's app.
- iii. These competitions would help position Macrovue as a company supporting the educational sector, improving the brand image and in turn help to bring more students, friends and families into using the app.