



# MERRY CHRISTMAS

# M1.001

We're now organizing HUNTER's CARDSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!



## 17.001: Market Demographics with HUNTER's Story.

### Objective:

Understand the demographic characteristics of Tippecanoe County and position HUNTER Cards in the local market. The story of HUNTER helps families and educators see the value of the cards in their children's lives.

### HUNTER's Story: The Beginning of an Adventure

Once upon a time, in a small town not unlike Tippecanoe, there lived a curious and imaginative boy named HUNTER. He wasn't like other kids—his mind was always racing with ideas, and his favorite thing in the world was discovering new possibilities. Every night, before bed, HUNTER would dream up worlds where kids like him could create, explore, and learn together.

One day, HUNTER's mother gave him a challenge: "What if you could help other children learn, just like you do?" With that, HUNTER began creating cards—cards that opened doors to new adventures, solving puzzles, and inventing stories. Soon, his collection of cards became the foundation for something much bigger: HUNTER Cards, a way for children everywhere to unlock their creativity and think beyond the ordinary.

Now, HUNTER's dream is coming to Tippecanoe, where children and families can join him on this creative adventure!

## Timeline for Tippecanoe Launch (Christmas 2024 - New Year 2025)

### Phase 1: Pre-Launch Preparation (Late September - Early December 2024)

#### • September 2024:

- Research and Data Collection:
  - Just like HUNTER, we start by understanding the world around us. We gather local data—how many families there are, how many children, and how people live and learn in Tippecanoe.
    - Local Resources:
      - Tippecanoe Census Bureau
      - Lafayette Public Library
  - Outreach:
    - HUNTER knew the value of friends, so we reach out to local schools and community centers, inviting them to join the adventure.
      - Bright Futures Preschool
      - Tippecanoe Elementary School

#### • October 2024:

- Marketing and Promotions Setup:
  - Just as HUNTER shared his cards with friends, we set up partnerships with local stores to feature HUNTER Cards in their holiday promotions.
    - Tippecanoe Bargain Books

- Card Design Workshop:
- Like HUNTER designing his first cards, we invite local families and educators to create their own cards during a special holiday workshop.
  - Event Location: Tippecanoe Commons Mall
- November 2024:
  - Finalize Product:
  - HUNTER knew when his creation was ready to share, and by November, we'll have the Tippecanoe-themed HUNTER Cards ready for printing.
  - Community Engagement:
  - HUNTER loved to bring people together, and we start engaging the community with countdowns to the holiday launch.

### Phase 2: Launch (Christmas 2024 - New Year 2025)

- December 2024:
  - Launch Day (Mid-December):
  - The launch day will be just like HUNTER's first adventure, full of excitement! "Holiday Hunt" at Tippecanoe Commons Mall invites families to discover and play with the cards through fun games and activities.

- In-Store Promotions:
- HUNTER would have loved to see his cards on shelves—so we set up pop-up booths and promotions at local stores.
- Local Media Coverage:
- Just as HUNTER spread the word of his cards, WFLI Channel 18 and The Lafayette Leader will share the story of the HUNTER Cards launch, making them the perfect holiday gift for families.
- New Year's Eve:
  - Countdown Event:
  - HUNTER always looked forward to what came next. At Lafayette Public Library, families can join a special New Year Countdown event with card design contests and previews of new cards for 2025.

### Phase 3: Post-Launch Engagement (January - February, 2025)

- January 2025:
  - Feedback Collection:
  - Just like HUNTER always asked his friends what they thought, we'll collect feedback from schools, retailers, and families to see how HUNTER Cards have made a difference.

- February 2025:

- Valentine's-Themed Card Set:
- HUNTER loved to spread joy. For Valentine's Day, a special card set celebrating Tippecanoe landmarks will keep families engaged.

### How HUNTER Cards Help Families in Tippecanoe

HUNTER's story shows how something small can become something magical. Just like HUNTER, every child has the potential to create and explore through their own imagination. The cards encourage families to play together, building connections through fun, learning, and creativity.

### Local Demographics Overview

- Population of Tippecanoe County: 200,000 residents
- Children Aged 0-6: 14,500 children
- Households with Children: 25,000 families with young kids
- Income Levels:
  - Urban: \$60,000 average household income
  - Rural: \$45,000 average household income
- Education Levels:
  - 45% of parents hold a college degree

## Key Local Resources

- **Schools and Daycares:**
  - Tippecanoe Elementary School (111 Learning Ln, Lafayette, IN 47909)
  - Smart Start Daycare (789 Baby St, West Lafayette, IN 47906)
- **Local Libraries:**
  - Lafayette Public Library (627 South St, Lafayette, IN 47901; ☎ 765-429-0100)

## How to Gather Demographic Data

### 1. Census Data:

- Visit your local census website.
- Tippecanoe Census Data: US Census Bureau

### 2. Local Economic Development:

- Contact your local economic development office for insights on income and education levels.
- Example for Tippecanoe: Greater Lafayette Commerce

### 3. Schools and Libraries:

- Reach out to local schools and libraries for statistics.
- Tippecanoe School District (1500 S 18th St, Lafayette, IN 47905; ☎ 765-772-1600)

### 4. Social Media and Parent Groups:

- Engage with local Facebook groups and parent communities.

## Replicable Template for Other Regions

This template can be replicated in any local market by following these steps:

1. **Collect Demographic Data:** Use census, economic, and educational data specific to your region.
2. **Identify Local Partners:** Connect with local schools, daycares, libraries, and businesses.
3. **Plan Events:** Use local fairs, holidays, and community events to introduce the cards.
4. **Build a Local Resource Directory:** List your local retailers, schools, and influencers.

## Final Thoughts

HUNTER's story connects the community of Tippecanoe to the cards, making them more than just learning tools—they're an adventure waiting to happen! By combining detailed demographic data with this engaging narrative, the launch of HUNTER Cards will be one that resonates with families and educators alike.

