MERRY CHRISTMAS

I1.003

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!

Objective:
Explore the local market trends in Tippecanoe County, focusing on spending habits, consumer preferences, and cultural factors that may influence the adoption of HUNTER Cards. This section will also provide detailed examples of how to replicate this model in neighboring counties.

HUNTER's Story: Finding the Right Fit
As HUNTER's cards grew in popularity, he noticed that each town and city had its own way of learning and playing. Some families loved creative games, while others needed more structure. To make sure his cards fit everywhere, HUNTER studied how different communities worked—what they liked to buy, how they spent their time, and what they wanted to teach their kids.
HUNTER knew that one size doesn't fit all, so he started tailoring his cards to fit each town's unique needs. Now, as we bring HUNTER Cards to Tippecanoe, we do the same: exploring local trends to make sure the cards are a perfect match.

<u>Timeline for Tippecanoe Launch (Local Market Trends Focus)</u>

<u>Phase 1: Pre-Launch Preparation (October – November 2024)</u>

- <u>October 2024:</u>
  - <u>Analyze Spending Habits:</u>HUNTER wanted to understand how families spent their money on education and entertainment. We begin by researching the average amount Tippecanoe families spend on educational tools and activities.
    - Data Sources:
      - Greater Lafayette Commerce (Tippecanoe's economic development office)
      - US Bureau of Labor Statistics for regional spending data on education and entertainment
    - Local Family Spending: On average, families in Tippecanoe spend $1,200 annually on educational tools for children aged 0-6.

  - <u>Engage with Local Retailers:</u> HUNTER always worked with local shops, so we connect with Tippecanoe's bookstores, toy stores, and learning centers to understand what products sell best.

- Retailers:
  - Tippecanoe Bargain Books
  - Little Minds Bookstore
  - Smart Start Supply Co.
- Key Insight: Families in Tippecanoe prefer purchasing physical, hands-on learning tools over digital learning products.
- November 2024:
  - Identify Cultural Factors: HUNTER knew that each community had its own preferences. For Tippecanoe, we look at local events, traditions, and community activities to align the cards with what families enjoy.
    - Examples:
      - The Tippecanoe County Fair and Purdue University play key roles in shaping the cultural and educational atmosphere of the community.
    - Key Insight: Families in Tippecanoe enjoy community-based learning and local historical themes, making HUNTER Cards with local landmarks and history more appealing.

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

- **December 2024:**
  - Launch Holiday-Specific Promotions:During the Holiday Hunt at Tippecanoe Commons Mall, we introduce special-edition cards featuring local landmarks like Wabash River and Mackey Arena. This caters to the local preference for community-based and culturally relevant learning tools.
  - Targeted In-Store Promotions: Collaborate with local retailers to emphasize the educational benefits of HUNTER Cards, highlighting how they align with Tippecanoe's values of creative play and community engagement.
- **New Year's Eve 2024:**
  - Local Traditions:Host a New Year Countdown event at the Lafayette Public Library with a special focus on how families can integrate the cards into New Year traditions. Include a card-design contest where children create cards featuring their favorite Tippecanoe landmarks.

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

- January 2025:
  - Track Sales and Consumer Preferences: Just as HUNTER learned from his friends, we track sales data to understand how families in Tippecanoe are using the cards.
    - Key Metrics:
      - How many cards were sold in local stores vs. online?
      - Which themes or card packs are most popular?
- February 2025:
  - Local Adaptations: Based on sales data, we begin planning new card sets that incorporate even more Tippecanoe-specific themes, such as local history or well-known family spots.
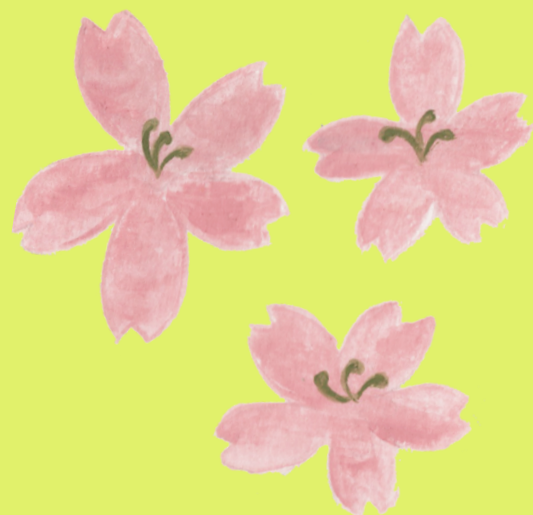
Example: Replicating in Neighboring County (Carroll County)

Carroll County, located just north of Tippecanoe, shares some cultural traits but also has distinct preferences. To replicate the HUNTER Cards success model here, we'd need to adjust the cards slightly:

- Cultural Adjustment: Carroll County families may prefer cards featuring agricultural themes, as farming and local agriculture play a significant role in the community.
  - Example Card Set: Create a series of farm-themed HUNTER Cards, focusing on problem-solving and storytelling based on rural life.
- Spending Trends: Families in Carroll County spend less on educational tools, averaging $800 annually. This means we may need to offer smaller, more affordable card packs to meet local budget expectations.
- Retail Partnerships: Partner with local stores like Carroll County Co-op or The Book Nook (a small, independent bookstore) to distribute cards and run community-based promotions.

By studying Carroll County's market trends, we ensure that the cards are tailored to fit the needs and preferences of local families, just as we've done with Tippecanoe.

Local Market Trends in Tippecanoe
- Average Family Spending:Tippecanoe families spend $1,200 annually on educational tools and activities for children aged 0-6.
- Preferred Learning Tools:Families and schools in Tippecanoe prefer physical learning tools, such as books, puzzles, and card games, over digital platforms.
- Cultural Preferences:Community-based learning and cultural relevance are highly valued. Cards featuring local landmarks and historical themes resonate well with Tippecanoe families.

Key Local Resources
- Retailers:
  - Tippecanoe Bargain Books
  - Smart Start Supply Co.
  - Little Minds Bookstore
- Community Events:
  - Tippecanoe County Fair
  - Purdue University Events

How to Gather Local Market Data

1. Economic Reports:Use reports from the Greater Lafayette Commerce or local government websites to analyze spending trends.
2. Retailer Insights:Conduct interviews with local store owners to understand what educational tools sell best.
3. Community Feedback:Engage with local parent groups and community forums to get feedback on educational preferences and family activities.

Replicable Template for Other Counties

1. Analyze Spending Habits:Gather data on local families' spending habits for educational tools and activities.
2. Tailor Card Themes:Adjust the themes of HUNTER Cards to fit the community's cultural preferences. For example, rural counties may prefer agricultural themes, while urban areas might enjoy historical or technological themes.
3. Work with Local Retailers:Build partnerships with local stores and community events to promote and distribute the cards.
4. Track Sales and Adapt:Monitor sales data and adjust future card sets to better meet the community's needs and preferences.

Final Thoughts

By digging deep into local market trends in Tippecanoe and neighboring counties, we ensure that HUNTER Cards are positioned perfectly to fit the needs and preferences of each community. This tailored, replicable approach guarantees that the cards will resonate with families across different regions, making them a powerful tool for creative learning.

BETTER TOGETHER