Philadelphia 100 Awards®

ReDesign: Philadelphia100.com

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

3 of **29**

About the User

This Chapter introduces observation and insights on the archetypical users of the Philadelphia 100 Awards Website. With average site visitations lasting between 3-15 minutes the experience should be targeted and memorable for all Philadelphia 100 guests.

This chapter contains:

- Site Guests
- Persona: Boot Strapping Start-Up
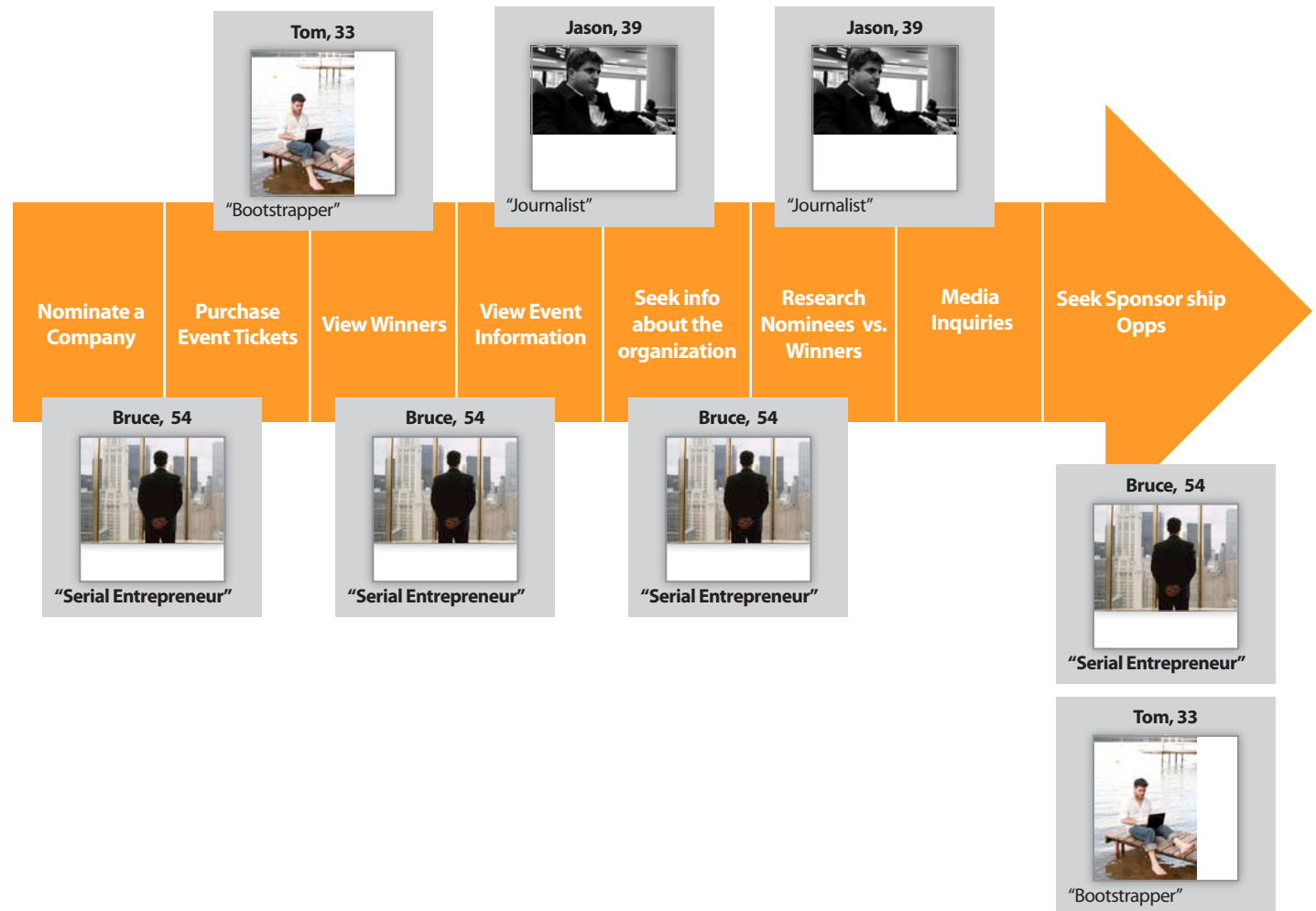- Persona: Journalist
- Persona: Serial Entrepreneur

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

4 of **29**

Site Guests

Personas are composite characters based on data about your target consumers that in this case includes segmentations, and user goals data.

Scenarios are hypothetical yet realistic narratives that describe why these personas might visit the Philadelphia 100 website and what they would do there.

Tom, 33
"Bootstrapper"

Jason, 39
"Journalist"

Jason, 39
"Journalist"

| Nominate a Company | Purchase Event Tickets | View Winners | View Event Information | Seek info about the organization | Research Nominees vs. Winners | Media Inquiries | Seek Sponsor ship Opps |

Bruce, 54
"Serial Entrepreneur"

Bruce, 54
"Serial Entrepreneur"

Bruce, 54
"Serial Entrepreneur"

Bruce, 54
"Serial Entrepreneur"

Tom, 33
"Bootstrapper"

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)
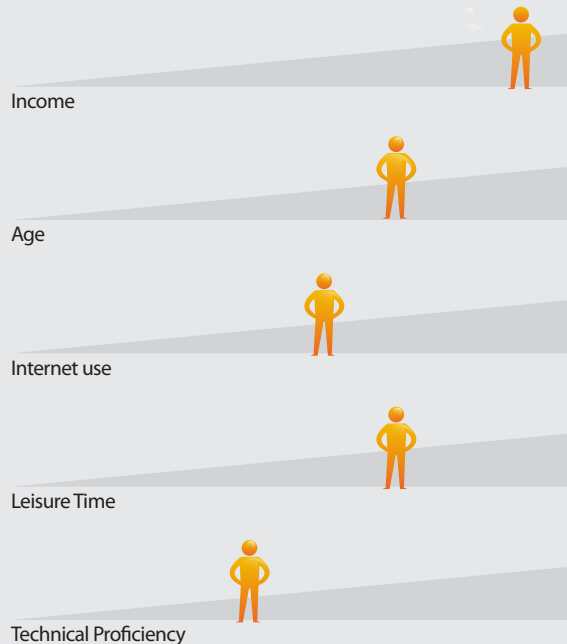
7 of **29**

Persona: Serial Entrepreneur

Bruce, 54

- Traditionalist with some new media
- Lecturer
- Focused on continual growth
- Involved in his community

Income

Age

Internet use

Leisure Time

Technical Proficiency

"Our business is not to get ahead of others, but to get ahead of ourselves"

About The Serial Entrepreneur

Meet Bruce. He is the CEO of a multimillion dollar printing company. He is dedicated to his company which now has over 200 people working for it. This includes a marketing branch, accounting, and several new product lines. Bruce is a member of LinkedIn but prefers traditional networks such as several trade associations where he occasionally gives lectures and tips for navigating success. Despite his company's accomplishments, Bruce is always looking ahead, and open to new and innovative business strategies. However, what he values most is his companies reputation of excellence, which he hopes to maintain by winning awards and receiving recognition through reputable associations.

Goals

- Wants to know who the up and comers are.
- Support Local and Grass Root business associations to grow his sphere of influence.
- Prove that Quality and customer service is still relevant in a "wired" world.
- Meet and Mentor like minded individuals.
- Always on the look out for a possible replacement so that he can focus on his philanthropy.

Pain Points

- Missed Opportunities
- Losing out on potential partnership opportunities.
- The speed of information

Projects & Initiatives

- As the web continues to grow. He knows that print is still needed. Bruce wants to build a foundation for educating youth in the disciplines of the field of printing.

made with ◆ eightshapes | unify

Content Review

This Section explores the current state of the site and offers PDA Media findings and recommendations for improvements.

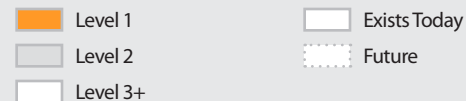This chapter contains:

- Site Map Assessment
- Content Review
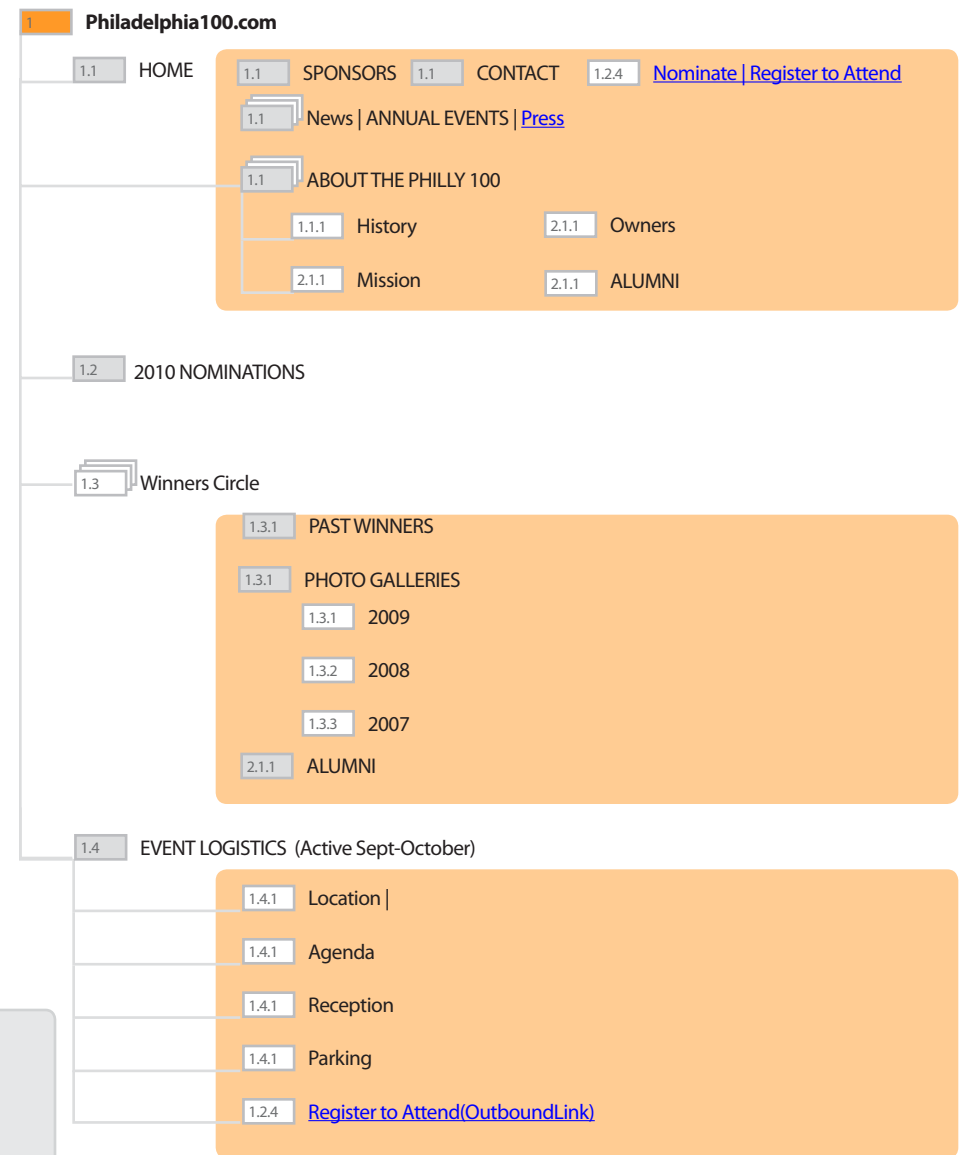- Opportunities Review
- Recommendations

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

9 of **29**

Site Map Current

1 Philadelphia100.com

- **1.1** HOME
- **1.2** ABOUT THE PHILLY 100
  - **1.2.1** History
  - **1.2.2** Mission
  - **1.2.3** Owners
  - **1.2.4** Register to Attend
- **1.3** 2010 NOMINATIONS
- **1.4** SPONSORS
- **1.5** NOMINEES
  - **1.5.1** 2009 Nominees
  - **1.2.4** Register to Attend
- **1.6** EVENT LOGISTICS
  - **1.6.1** Location |
  - **1.6.2** Agenda
  - **1.6.3** Reception
  - **1.6.4** Parking
  - **1.2.4** Register to Attend
- **1.7** ANNUAL EVENTS
- **1.8** PHOTO GALLERIES
  - **1.8.1** 2009
  - **1.8.2** 2008
  - **1.8.3** 2007
- **1.9** PAST WINNERS
- **1.10** ALUMNI
- **1.11** NEWS
- **1.12** CONTACT

Legend

🟧	Level 1	⬜	Exists Today
⬜	Level 2	⬜ (dashed)	Future
⬜	Level 3+		

Site Map Proposed

1 Philadelphia100.com

- **1.1** HOME
  - **1.1** SPONSORS **1.1** CONTACT **1.2.4** Nominate | Register to Attend
  - **1.1** News | ANNUAL EVENTS | Press
  - **1.1** ABOUT THE PHILLY 100
    - **1.1.1** History **2.1.1** Owners
    - **2.1.1** Mission **2.1.1** ALUMNI
- **1.2** 2010 NOMINATIONS
- **1.3** Winners Circle
  - **1.3.1** PAST WINNERS
  - **1.3.1** PHOTO GALLERIES
    - **1.3.1** 2009
    - **1.3.2** 2008
    - **1.3.3** 2007
  - **2.1.1** ALUMNI
- **1.4** EVENT LOGISTICS (Active Sept-October)
  - **1.4.1** Location |
  - **1.4.1** Agenda
  - **1.4.1** Reception
  - **1.4.1** Parking
  - **1.2.4** Register to Attend(OutboundLink)

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

11 of **29**

Missed Opportunities in Current Site

Category	Conclusion	Implications
Usability	List Navigation decreases find ability	• Lost Users quickly find their way to another web site. • Redundant pages increases difficulty for fresh content • Lost revenue(Sponsorship & Ticket Sales)
	No indication of consideration for user types goals or needs.	• Frustrated users • Lost opportunity to serve and or build your community
	Uniform Font Size and Style	• Monotone voice • Can Be difficult to read • No Clear indication of Importance or weight of content
Technology	Flat Information Architecture	• Reduces SEO • Difficult to plan for content and schedule updates
	Non-Standards Programming (Tables, iFrame)	• Reduces page Rank • Increases difficulty in page updates and management; impeded workflow • Not taking advantage of benefits of web standards
Brand	The brand is nonexistent on the generic page.	• The site makes no attempt to engage the user or further the Philadelphia 100 brand.

made with ◆ eightshapes|unify

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

12 of **29**

Recommendations for Proposed Site

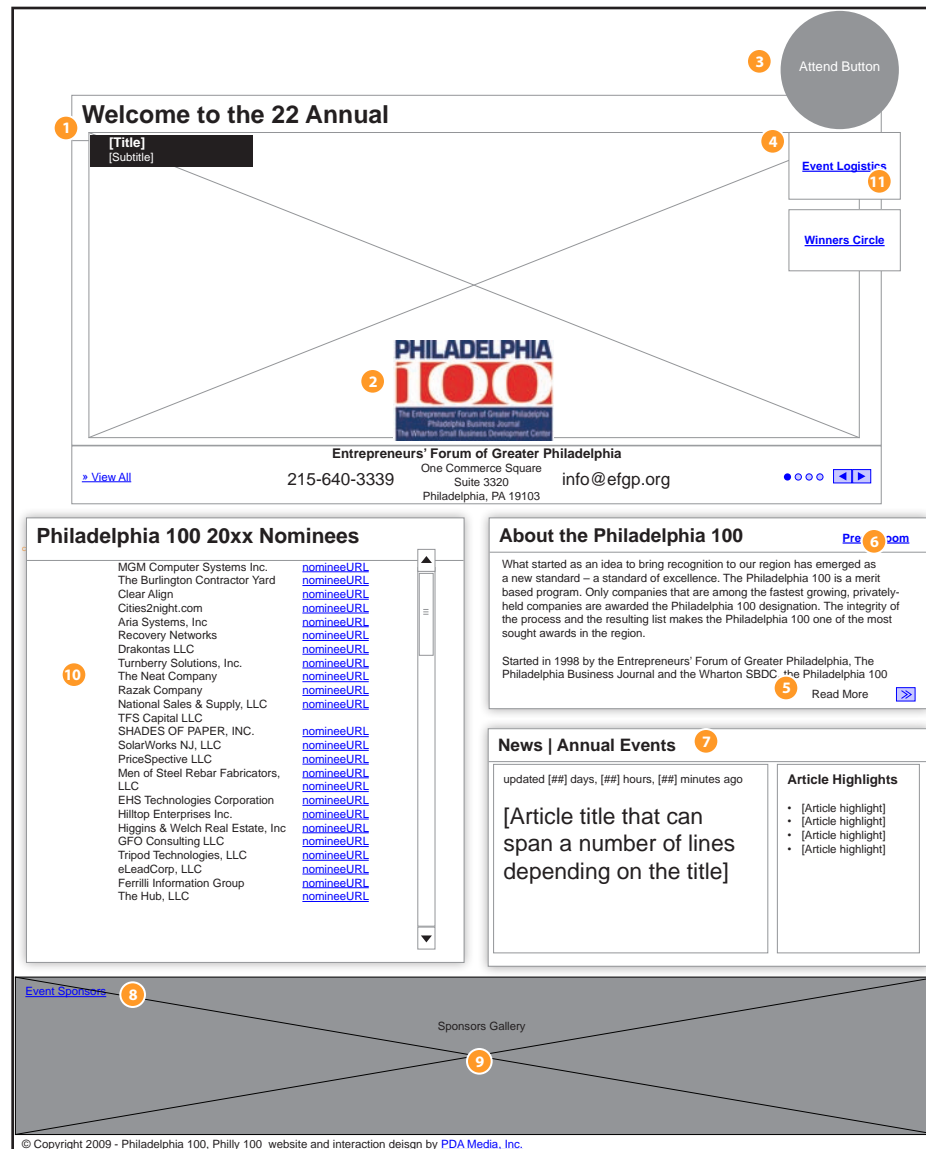| Recommendation	Details
Brand	• Provide a clear and consistent brand that evokes the entrepreneurial spirit
	• "Give them something to Talk about" Give users the opportunity to become involved and want to invite others to the party. Employ Web Badges for nominees and Winners, use third Party communication tools to grow the community.
	• Clearly Marks a uniquely Philadelphian feel
Usability	• Newly organized content
	• Content is regrouped into clear task areas
	• Typography is used to draw attention to important information.
	• Users can locate "their" content easily secondary tasks such as "download "and or send to a friend are obvious and common conventions
	• Content uses optimum presentation conventions
Technology	• Information Architecture optimized for quick and consistent page loads
	• Third Party plug ins such as ShareThis allow users to share site content with themselves, friends and over 40 social media networks.
	• Coding with Web Standards and JQuery Plugins allow content to be viewed in any modern browser
	• Google Analytics to measure success and user patterns. *We should review which party will monitor GA information.*

made with eightshapes | unify

Re-Design

This section documents the redesign from an Information Architecture perspective only. The following designs are not meant to indicate any visual design decisions. The following layouts are simply a skeletal display of recommendations for the display of page content and interaction. They are intentionally void of design as not to distract the discussions focus on content.

This chapter contains:

- Working with PDA Media
- Front Page Wire frame
- Winners Circle Wire Frame
- Press Center Wire Frame(s)

made with eightshapes | unify

PDAmedia
experience our passion
for your success
www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

16 of **29**

The Concept Exploring Site Seasons: Event Season

The wireframes displayed show the proposed interface designs. They are intentionally void of design as not to distract the discussions focus on page content and its interactions.

Wireframe

Welcome to the 22 Annual

[Title]
[Subtitle]

Attend Button

Event Logistics

Winners Circle

PHILADELPHIA
100
The Entrepreneurs' Forum of Greater Philadelphia
Philadelphia Business Journal
The Wharton Small Business Development Center

Entrepreneurs' Forum of Greater Philadelphia
One Commerce Square
Suite 3320
Philadelphia, PA 19103
215-640-3339
info@efgp.org

» View All

Philadelphia 100 20xx Nominees

Company	URL
MGM Computer Systems Inc.	nomineeURL
The Burlington Contractor Yard	nomineeURL
Clear Align	nomineeURL
Cities2night.com	nomineeURL
Aria Systems, Inc	nomineeURL
Recovery Networks	nomineeURL
Drakontas LLC	nomineeURL
Turnberry Solutions, Inc.	nomineeURL
The Neat Company	nomineeURL
Razak Company	nomineeURL
National Sales & Supply, LLC	nomineeURL
TFS Capital LLC	
SHADES OF PAPER, INC.	nomineeURL
SolarWorks NJ, LLC	nomineeURL
PriceSpective LLC	nomineeURL
Men of Steel Rebar Fabricators, LLC	nomineeURL
EHS Technologies Corporation	nomineeURL
Hilltop Enterprises Inc.	nomineeURL
Higgins & Welch Real Estate, Inc	nomineeURL
GFO Consulting LLC	nomineeURL
Tripod Technologies, LLC	nomineeURL
eLeadCorp, LLC	nomineeURL
Ferrilli Information Group	nomineeURL
The Hub, LLC	nomineeURL

About the Philadelphia 100   Press Room

What started as an idea to bring recognition to our region has emerged as a new standard – a standard of excellence. The Philadelphia 100 is a merit based program. Only companies that are among the fastest growing, privately-held companies are awarded the Philadelphia 100 designation. The integrity of the process and the resulting list makes the Philadelphia 100 one of the most sought awards in the region.

Started in 1998 by the Entrepreneurs' Forum of Greater Philadelphia, The Philadelphia Business Journal and the Wharton SBDC, the Philadelphia 100

Read More ≫

News | Annual Events

updated [##] days, [##] hours, [##] minutes ago

[Article title that can span a number of lines depending on the title]

Article Highlights
• [Article highlight]
• [Article highlight]
• [Article highlight]
• [Article highlight]

Event Sponsors

Sponsors Gallery

© Copyright 2009 - Philadelphia 100, Philly 100 website and interaction deisgn by PDA Media, Inc.

Purpose

The new Philadelphia100.com interface takes its cues from the newspaper metaphor. The benefits to this approach is that it introduces a grid system for a pleasing structured approach. More over this new design increases fungibility encouraging several different users to complete their unique tasks. Some of the new features are:

• Dashboard like findability based on user type.
• Quick tasks are placed at the type of the page fro easy access.
• Reduced primary navigation options from 12 to less than 4 on any given visit.
• Large desktop prime for visuals.
• Light appearance
• Prime and Persistent Sponsors area
• Season Appropriate Content

Rationale & Benefit of Site Seasons

From the very first conversation regarding this site, it was recommended that the Phildelphia100.com website observe open and closed seasons.

The example given was that of a Boardwalk Storefront, a business is "opened" for a relatively short time. Seasonal business unlike "traditional business" experiences very high ebbs and flows of "busy" yet are often concerned with marketing efforts even during the "off season".

The site and its users will experience 3 different home pages through out the calendar year. While most of the content will be available through the year, each layout will be reflective of the "current" season. This allows for fresh and relevant content, increasing both the public appearance of the site and SEO considerations.

Components

1. SlideShow (auto/user controlled)
2. Owners Box (timed Rotation)
3. Attend Button
4. Primary Navigation
5. Section Teaser/Read More
6. Distinct Press Room
7. Tabbed Features Box
8. Sponsors Page
9. Sponsors Gallery
10. Nominee List
11. Event Season Button

Distinct Site "Seasons":
Open NOMINATIONS (Q1-2)
Event Focused w/ Active updates (Q3)
Celebrates Winners (Q4 - Nomination Open)

MainPagePhilly100opt2_AwardsSeason.indd

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

19 of **29**

Winners' Circle

Nominate | Attend Button

Winners Circle

Philadelphia 100
2009 Awards Ceremony

2010 Nominees

Winners Circle

Event Logistics

PHILADELPHIA
100
The Entrepreneurs' Forum of Greater Philadelphia
Philadelphia Business Journal
The Wharton Small Business Development Center

Entrepreneurs' Forum of Greater Philadelphia
215-640-3339
One Commerce Square
Suite 3320
Philadelphia, PA 19103
info@efgp.org

» View All   ● ● ○ ○ ○   ◄ | ►

Introduction

Used to celebrate Philly 100 Winners throughout the years.

Philadelphia 100 Winners Congratulations to the 2009 winners.

MGM Computer Systems Inc.	MGM Computer Systems Inc.	MGM Computer Systems Inc.
www.mgm-solutions.com 1	www.mgm-solutions.com 1	www.mgm-solutions.com
The Burlington Contractor Yard	The Burlington Contractor Yard	The Burlington Contractor Yard
www.bcysupply.com 2	www.bcysupply.com 2	www.bcysupply.com
Clear Align	Clear Align	Clear Align
www.clearalign.com 3	www.clearalign.com 3	www.clearalign.com
Cities2night.com	Cities2night.com	Cities2night.com
www.cities2night.com 4	www.cities2night.com 4	www.cities2night.com 4
Aria Systems, Inc	Aria Systems, Inc	Aria Systems, Inc
www.ariasystems.com 5	www.ariasystems.com 5	www.ariasystems.com 5
Recovery Networks	Recovery Networks	Recovery Networks
www.recoverynetworks.com 6	www.recoverynetworks.com 6	www.recoverynetworks.com 6
Drakontas LLC	Drakontas LLC	Drakontas LLC
www.drakontas.com 7	www.drakontas.com 7	www.drakontas.com 7

Select another year...
2009
2008
2007
2006
2005
2004
2003
2002

House Ad 2

House Ad 2

Download as PDF

Previous ◄◄ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | ►► Next

Alumni   www.phila100alumni.com

Mission
To bring together Philadelphia 100® companies to provide opportunities for growth, leadership, education, networking support and recognition.

Who Is Eligible To Join?
A principal of any company named by the Philadelphia 100® as one of the fastest growing, privately held companies in the Greater Philadelphia region.

Contact
Please call toll free 877.722.7379
phila100alumni@sabresystems.com

Event Sponsors

Sponsors Gallery

© Copyright 2009 - Philadelphia 100, Philly 100 website provided by PDA Media, Inc.

WinnersCirclePhilly100opt2.indd

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

20 of **29**

Press Center

PHILADELPHIA 100
The Entrepreneurs' Forum of Greater Philadelphia
Philadelphia Business Journal
The Wharton Small Business Development Center

Press Center

Public Relations contact:
Staci Bender
Slice Communications
sbender@slicecommunications.com
555.555.555.

Overview
News Stories
Press Releases
Resources

Recent News

Spread the News: Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Philadelphia100.com gets a face lift
August 15, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Read More News

Press Releases

Spread the News: Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Philadelphia100.com gets a face lift
August 15, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Spread the News Philadelphia 100 Awards Beat the Economic Turndown
September 3, 2010

Read More Press

Resources More Resources

Philadelphia 100 Logo
Please refer to the print guide document (272 KB PDF) for logo usage specifications.

Philadelphia 100 RGB color logo - For use on the web/screen
Hi-res 300dpi TIF (2 MB)
Low-res 72dpi JPG (12 KB)
Low-res 72dpi PNG (12 KB)
EPS (904 KB)

Philadelphia 100 greyscale logo - For use on the web/screen
Hi-res 300dpi TIF (2 MB)
Low-res 72dpi JPG (12 KB)
Low-res 72dpi PNG (12 KB)
EPS (904 KB)

Philadelphia 100 CMYK - For use in Print
Hi-res 300dpi TIF (2 MB)
EPS (904 KB)

Philadelphia 100 BW logo - For use on the web/screen/print
Hi-res 300dpi TIF (2 MB)
EPS (904 KB)

Philadelphia 100 Culture

Caption
Photo
Hi-res JPG (4.4 MB)
Low-res JPG (896 KB)

Caption
Photo
Hi-res JPG (4.4 MB)
Low-res JPG (896 KB)

Event Sponsors

Sponsors Gallery

© Copyright 2010 - Philadelphia 100, Philly 100 website provided by PDA Media, Inc.

MainPagePhilly100opt2_pressroom.indd

Introduction

A newly developed Press area to house Press Releases News Events and other press specific needs.

made with eightshapes|unify

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

23 of 29

Press Center: Press Release >Detail

Introduction

PHILADELPHIA 100

The Entrepreneurs' Forum of Greater Philadelphia
Philadelphia Business Journal
The Wharton Small Business Development Center

Public Relations contact:
Staci Bender
Slice Communications
sbender@slicecommunications.com
555.555.555.

Press Center

Overview
News Stories
Press Releases
Resources

Press Releases   ✉ f t ❤ ShareThis   **BACK TO NEWS STORIES**

FOR GROWTH IN DOWNTURN, AREA BUSINESSES GET HOLLYWOOD TREATMENT; PHILLY 100 AWARDS ROLL OUT RED CARPET FOR ENTREPRENEURS

Philadelphia 100 offers up 'award show experience' to acknowledge region's top 100 businesses; expands to offer year-long program to help entrepreneurial community.

Philadelphia, PA: June 8, 2009 - A red carpet. The flashbulbs of paparazzi. A glitzy awards ceremony. No, the Academy Awards haven't migrated to Philadelphia, but an upcoming event on October 1st does aim to honor stars of a different sort: the region's top 100 fastest growing private companies, which are thriving despite a tough economic climate.

The Philadelphia 100® is turning 21 and trying something new. After years of similar program formats, the Philadelphia 100® is transforming itself into a year-long celebration of entrepreneurism in the Greater Delaware Valley. To that end, the event on October 1, 2009 will move from the Sheraton at 17th & Race Streets to the prestigious Annenberg Center on the campus of the University of Pennsylvania. The event will be the region's premier celebration of entrepreneurialism in the Philadelphia area.

Over 150 nominated companies are invited to join in the celebration, which will include a walk down the red carpet, a cocktail party catered by Culinary Concepts, and an awards ceremony featuring a pantheon of guest speakers from the area's rich entrepreneurial community. Also planned: a VIP after-party for the winners, sponsors, and special guests.

The high-profile ceremony, drastically revamped over the awards dinners of prior years, is part of a new yearlong celebration of entrepreneurialism -- appropriately titled "Year of the Entrepreneur" – in the Greater Philadelphia Area.

This event as the kick off to a new annual effort lead by the Entrepreneurs' Forum of Greater Philadelphia, Philadelphia Business Journal and Wharton Small Business Development Center. These three business entities are committed to supporting the community of business owners and entrepreneurs as a cornerstone to a strong and thriving regional business climate. Their goal is to position the Greater Philadelphia Area as a focal point for business activity up and down the entire east coast.

The Philadelphia 100 is still accepting nominations. Interested businesses can visit philadelphia100.com to nominate deserving organizations – including themselves. Sponsorship information is also available at The Philadelphia 100 website; among other benefits (such as entrance to two networking events in addition to the awards ceremony), a sponsorship will get you the list of winners two months in advance of the festivities. Of course, you'll have to keep it to yourself until then.

About The Philadelphia 100®
By tracking the fastest growing, privately held companies in the greater Philadelphia area, The Philadelphia 100 helps to spread the word about the economic vitality of the region to spawn, support and grow a diverse group of new businesses. The Philadelphia 100 has created a year-long platform, new this year, dedicated to the expansion of the region's entrepreneurial community through sharing success stories, delivering information to educate business owners, and ensuring that entrepreneurs across the region have access to the resources they need to grow their businesses.

Past winners of The Philadelphia 100 award include Urban Outfitters, Mothers Work, NovaCare, Primavera Systems, Forman Mills and Kramer Laser Eye Centers. Information about this year's ceremonies is available at philadelphia100.com.

###

Event Sponsors

Sponsors Gallery

© Copyright 2010 - Philadelphia 100, Philly 100 website provided by PDA Media, Inc.

[Figure Title]

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

25 of **29**

Visual Design

This section holds all development of the visual look and feel of a proposed site. Inside you will find swatches, notes and exploratory treatments leading up to what will become the final design specification.

This chapter contains:

- Exploring Site Themes

- Historic Industrialism

- Entrepreneurial Freedom

- Modern Entrepreneur

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

26 of **29**

Exploring Site Themes

Theme	Historic Industrialism	Entrepreneurial Freedom	Modern Entrepreneur
Concept	Under the layers of soot, sweat, and blood of the American Industrial Revolution lay a refined mechanical beauty. Bronze statues, copper gears, and thick steam marked an era of greatness. This concept emphasizes the breathtaking visual legacy that the historical industrial age left behind.	Unique facet to one of America's oldest cities is its completely authentic eclecticism by which entrepreneur's feast. Philadelphia is a young town at a face pace with a lot of talent just aching to be the next big thing. The following is an visual presentation of what it means to be a Philadelphian entrepreneur.	Representation of the modern entrepreneur. They are bold, lavish, and extremely hardworking. Chance is their middle name and "midnight oil" isn't what lights their apartment at 3:00 AM, it's their tireless minds creating yet another brilliant idea.
Story Premise	Immersive time machine	Welcome Entrepreneurs	Interactive History.
Sub-themes	• Philly's role in the industrial age • Ingenuity • Legacy • Turn of the century innovation	• Freedom • Expansive • Banners Ribbons • Community	• Future • Evolution • Insight • Relevance
Primary Design	• Victorian Ornamentation Golds, Black and Bronze • Innovation • Philadelphia the "Athens of the New World" • 1876 Centennial Celebration • South Broad St.	• American Ingenuity • Iconic Philadelphian feel • Americana • Olde City and City Hall • Dramatic use of Red White and Blue color scheme	• Tall, Optimistic • More Cira and Comcast buildings less City Hall • Use of light • West Market St. 15-30 St. • Glass • Stark
Evoke	• Nostalgia	• Philly Pride	• Hope

made with ♦ eightshapes | unify

PDAmedia
experience our passion
for your success   www.pdamedia.net

Philadelphia 100 Awards®
Version **1** published **August 03, 2010** by **Anthony Profeta** (tpro@pdamedia.net)

29 of **29**

Modern Entrepreneur

Representation of the modern entrepreneur. They are bold, lavish, and extremely hardworking. Chance is their middle name and "midnight oil" isn't what lights their apartment at 3:00 AM, it's their tireless minds creating yet another brilliant idea.

Pros

• Focuses on New Philadelphia

Cons

• Could be perceived as sterile

• May alienate non -tech businesses

Artist mood boards]