

Mikkel Barker Aps

Mikkel Barker is a 3D photographic visualization and has since 2006 worked with precise and accurate 3D photographic visualization, from terrain, drones, or planes.

CASE: Uncover the market possibilities of offering a mix of e-learning and blended learning. The team must develop a framework and design for the online universe through graphic material to increase the market outside Denmark as well branding the company.

OVERVIEW

Company	Mikkel Barker ApS
Location	Aarhusvej 223D, 8464 Galten
Contact person	Mikkel Barker, Owner

COMPANY PROFILE

Mikkel Barker offers a programme for 3D photographic visualization and has since 2006 worked with precise and accurate 3D photographic visualization, from terrain, drones, or planes. Mikkel office is located in a coworking space in Galten, Denmark and his work is in all of Denmark.

By combining photography, GPS measurements, and geographical data, each photo is post-processed to deliver accurate 3d visualizations and data for reliable and documented 3D visualizations of buildings and infrastructure.

Over the years Mikkel has worked with the combination of visual material based on precise data and collaborated with professional clients like architects, engineers, 3D artists, builders, the Danish Road Directorate and local authorities - primarily with companies located in Aarhus such as Rambøll, Niras, Olav De Linde, C.F. Møller, Arkitema etc.

Mikkels workflow is tailored to the client's needs whether it is 3D visualization, 3D Camera match or photo documentation. The company is experiencing a growing demand for collaboration, also from companies located outside of Denmark.

However, Mikkels hours and resources are limited, which pose a challenge in terms of increasing the turnover of the company.

Therefore, Mikkel initiated the process of mapping the market possibilities of offering a mix of e-learning and blended learning to increase the market outside Denmark as well as branding the company.

CASE DESCRIPTION

In order to fulfill the expansion strategy, Mikkel Barker decided to create an online community and offer online courses.

Thus, Mikkel is looking for a team to take lead on the project. A key to the project's success is to transform the current knowledge into a fully developed and operational online universe that contribute to the fulfillment of the expansion strategy.

Basically, the team must uncover and identify the target customer group, their needs and through which channels to distribute the company's value proposition in ways that are fast, efficient and cost-effective. Besides that, to determine the communication strategy and produce information material for the different customer/target groups.

To further the development of the online universe, development and preparation of the framework and design is used to define e-learning and blended learning courses. Afterwards, the team should focus on integration of the courses in LMS and finally operate and promote the courses.

SPECIFIC TASKS

The specific tasks for the case are divided into the following phases:

0. Fase: Onboarding and calibration of KPI's for the project

- 0.1. Onboarding to the company
- 0.2. Alignment between the team and company regarding the project and expectations.
- 0.3. Calibration of time and task for project.
- 0.4. Company visits to one of Mikkel Barkers Clients and sites to get an understanding of his work.

1. Phase: Uncover and identify the target group, their needs and which channels they are on

- 1.1. Identify the target group within the online e-learning segment in Denmark for following industries:
 - 1.1.1. Architects
 - 1.1.2. Engineering and 3D agencies
- 1.2. Uncover which channels the target group is using. Then identify which effective channels Mikkel Barker should use to distribute their marketing in an efficient and cost-effective manner.
- 1.3. Define and uncover through interviews where the gaps and challenges of the clients' projects are (between the idea and planning phase) and where Mikkel's value proposition and product can lift their project through sharper precision.
- 1.4. Then segmentate the customers based on their different needs and tributes to ensure appropriate implementation of corporate strategy to meet the characteristics of the different customer/target groups. Followed by defining the value procession for the different customers/target groups.
- 1.5. Locate and screen the market for interesting influencers regarding collaboration and branding the company Mikkel Barker Aps
- 1.6. Based on the previous phases, decide the communication strategy and content.
- 1.7. Produce content for the different customer/target groups.

2. Phase: Develop and design a framework of e-learning and blended learning based on the customers' pains and needs.

- 2.1. Develop and prepare the framework and design for the e-learning and blended learning courses together with Mikkel. You must define:
 - 2.1.1. Onboarding for the courses – structured in short courses
 - 2.1.2. Videos, tutorials etc.
 - 2.1.3. Content
 - 2.1.4. Define the order of the courses
- 2.2. Identify similar courses cost structure
- 2.3. Structure the online community and determine the cost structure and pricing.
- 2.4. Define the funnel that controls it.

3. Phase: Integration into LMS (Learning Management System)

- 3.1. Integration of the courses in LMS concurrently while producing
- 3.2. Make a trial-and-error test. Choose the trial-and-error test person in collaboration with Mikkel.
- 3.3. Prepare a management plan for the Danish market that qualifies and prioritizes the tasks associated with this at the product and strategic level.

4. Phase: Operation and promotion of the courses

- 4.1. Produce content, sales material and promote the company.
- 4.2. Reach out to architect influencers (defined in 1.5) regarding collaboration and branding the company Mikkel Barker.
- 4.3. Operate and promote the online universe.

OUTCOME

Wanted outcome after the 12 weeks:

- ✓ A complete integration of the online community following the first tutorials
- ✓ Branded the course to potential customers through online marketing

PROFESSIONS

- ✓ Graphic design and video making.
- ✓ E-learning, educational science, didactic teaching and blended learning.
- ✓ Business development and sales.
- ✓ Anthropology
- ✓ Marketing, communication, digital marketing, social media and PR.
- ✓ IT and integration.



**LEAD THE
TALENT**

TALENT PROFILE

Mikkel Barker is a sole proprietorship with the desire to grow and exploit a potential in the market. Therefore, you must have strong collaboration skills and be able to perform in a small team. As a person, you may define yourself as an outgoing and social individual and wish to be a part of the daily community.

The team will be given high responsibility with the opportunity to make their mark and create visible results.

Mikkel is characterized as a curious, listening and open-minded person with the desire to work with learning-by-doing principle. You will therefore be assigned a role where you can develop yourself.

Mikkel expects that the team at high level is self-motivating and self-reliant working with the tasks related to the project. However, Mikkel will be available during the week for sparring.

As a team you must be able to navigate in an agile organization without blueprints.

At the same time, it is crucial that you can work together in a team and be curious about developing the team as well as your own abilities. Interest in e-learning, blended learning, online marketing, onboarding, communication, etc is preferred.