

1-Day Growth Plan

Example: Savvy Kids



Our Core Purpose is...

... To empower children to build confidence and independence by turning everyday learning moments into joyful milestones.

Our Company Vision is...

... a world where playful learning builds confident, independent children everywhere. Families enjoy milestones with pride and joy, schools integrate fun learning tools into classrooms, and communities unite around raising resilient kids.

Our 12-Month Breakthrough Goal to be actualized by 12/31/2026 is ...

Expand Savvy Kids into 25 states, double school districts from 30 to 60, and grow revenue from \$650K to \$1.5M by launching 2 new playful learning products and scaling our Ambassador + Fundraiser model nationally.

Our top three strengths to amplify...

1. Strong emotional brand rooted in confidence + joy
2. Multiple scalable sales channels (Amazon, Ambassadors, Schools)
3. High gross margins (70%) enabling reinvestment

Our top three weaknesses to overcome...

1. Limited brand awareness outside current regions
2. Founder-led operations and product development
3. No formal marketing or customer retention strategy

Our top three opportunities to leverage...

1. Growing demand for educational tools that build independence
2. Expansion into new learning milestones (zipper, buttons, etc.)
3. Partnerships with schools, parenting influencers, and retailers

Our top three threats to mitigate...

1. Copycat products from large toy/education brands
2. Reliance on Amazon algorithms & school buying cycles
3. Production or supply chain delays impacting inventory

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Quarterly Milestones	
List the 3 goals for each quarter that will ensure that the 12-Month Breakthrough Goal will actualize.	
Quarter 1 Milestones By <u>3</u> / <u>31</u> / <u>2026</u>	Quarter 2 Milestones By <u>6</u> / <u>30</u> / <u>2026</u>
- Finalize 2 new product designs (next milestone skill tools) - Recruit + train 50 new Parent Ambassadors (total 150) - Implement basic marketing funnel (email + social + website refresh)	- Launch new products on website + Amazon - Secure 10 new school district partnerships (from 30 to 40) - Create Ambassador referral & rewards system
Quarter 3 Milestones By <u>9</u> / <u>30</u> / <u>2026</u>	Quarter 4 Milestones By <u>12</u> / <u>31</u> / <u>2026</u>
- Expand into 5 retail/children's boutique partners - Add 30 more Ambassadors (total 180) - Implement customer retention program (loyalty bundles or subscriptions)	- Reach 60 school districts and 25 states - Achieve \$1.5M annual revenue run rate - Launch 1 national PR or influencer campaign highlighting "joyful milestones"

30 Day Goals to Be Complete by <u>1</u> / <u>31</u> / <u>2026</u>	Owner
1. Finalize product development timeline for new learning tools	CEO/Product (Maya)
2. Build 2026 Ambassador recruitment + onboarding plan	Community Manager
3. Refresh brand messaging to focus on "joyful milestones & independence"	Marketing Lead

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Key Performance Indicators

Weekly Metric	Data Source & Collection	Current Weekly Measure	30-Day Weekly Goal	Owner
New Ambassadors Recruited	Ambassador CRM / Applications	1	3	Community Manager
School District Outreach Calls	Outreach Tracker	5	10	Partnerships Lead
Website/Amazon Conversion %	Ecommerce Analytics	2.0%	3.0%	Marketing Manager
Social/Email Engagements	Email + Social Tools	200	300	Social Media Specialist
Repeat Customer Orders	Shopify/Amazon reports	20	25	Customer Success Reps

Weekly Dashboard

Metric	Owner	Weekly Goal	Week 1	Week 2	Week 3	Week 4
New Ambassadors Recruited	Community Manager	3				
School Outreach Calls	Partnerships Lead	10				
Website/Amazon Conversion %	Marketing Manager	3.0%				
# Repeat Customer Orders	Customer Success Manager	35				
Social/Email Engagements	Social Media Specialist	400				