

NO-WHERE CONSULTANTS

IMPACT RETROSPECTIVE



RESPONSIBLE BUSINESS IS GOOD BUSINESS

The term CEO is almost a dirty word these days because too many companies optimize for profit over ethics.

There is a misconception in the business world that building a business based in integrity, ecoconsciousness, and a human-centric approach can't also be profitable.

My goal with No-Where Consultants is to show that responsible business is good business.

Our goal is to work hand-in-hand with non-profits and socially responsible companies and service providers to *amplify, elevate, and showcase* their collective efforts through effective marketing consultation and strategies.

2020 showed us the importance of good people doing good work—we've known this from the beginning and it's part of our mission to make sure that other people know it as well.

Larissa Uredi

by the numbers

\$10,000

THE AMOUNT OF MONEY
DONATED IN IN-KIND DONATIONS
SINCE 2012

500,000

THE NUMBER OF PEOPLE REACHED
THROUGH OUR COLLECTIVE EFFORTS

22%

THE NUMBER OF OUR
CLIENTS WHO PRESCRIBE TO
SOCIALLY RESPONSIBLE
SERVICES AND PRACTICES

1600

THE NUMBER OF TREES
WE'LL PLANT THROUGH
OUR PARTNERSHIP
WITH ONE TREE
PLANTED IN 2021



CASE STUDY

KCSourceLink hired No-Where Consultants to build a community-focused tech directory called GotDevKC.

The goal is to bring all of the talent in the KC area under one roof.



KEY FEATURES:

Forever free to vendors | Partnerships with local organizations and community builders |
Emphasis on under-served vendors

INTENDED IMPACT OF GOTDEVKC

- Oftentimes startups are created by non-technical founders who need technical assistance to move their product or service down the business development path.
- The UMKC Innovation Center regularly works with clients that are seeking technical assistance and there is not a single resource to refer these businesses.
- Our small and entrepreneurial firms frequently require project-based technical assistance and are unsure where to turn for assistance and overwhelmed with worldwide options.
- The COVID-19 pandemic has pushed several small businesses into needing technical assistance and requiring web development services, again there is no single interface for these businesses to utilize when looking for these services.
- There is often misalignment between the entrepreneur/business owner that reaches out to a developer and the products, skills and price points the developer offers.
- There are several individuals that are moving into the gig economy, developers, technical computer professionals, product development experts, engineers, programmers, coders, architects and others that oftentimes are “under the radar” or operating a side hustle that aren’t accessible/known to the entrepreneurial and small business firms
- Provide a place for individuals listed above that want to share development skills a place to source work without committing a large amount of time/website development themselves, etc.

POSITIVE OUTCOMES TO DATE (2021)

223

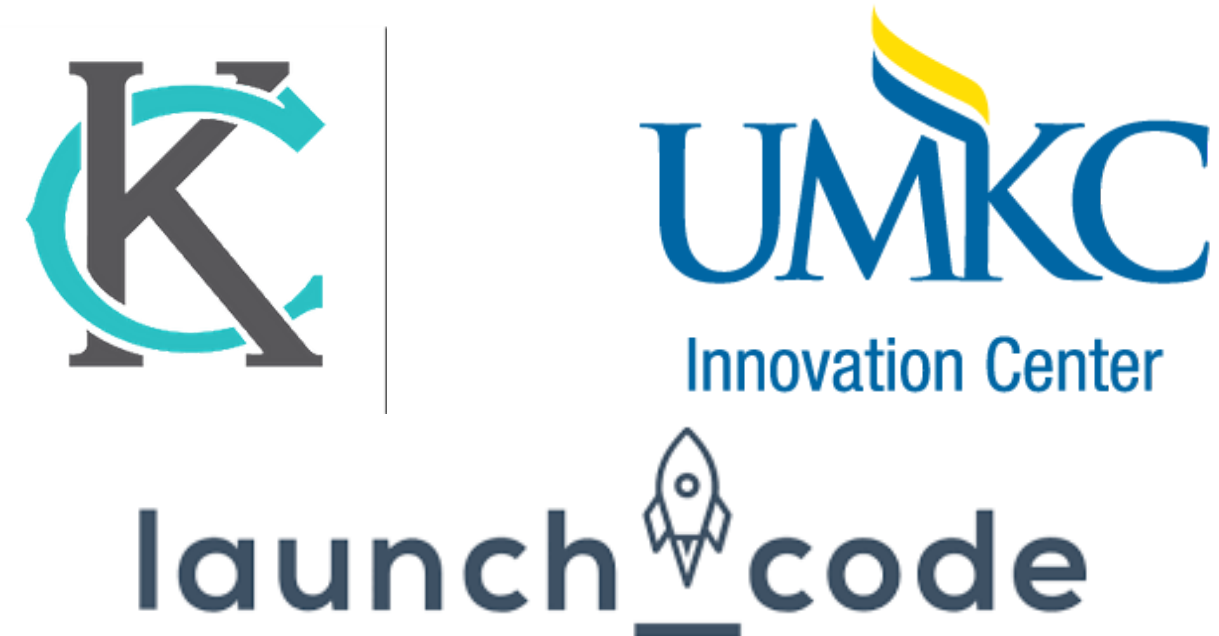
**SITE VISITORS LAST
MONTH (APRIL 2021)**

3

**PARTNERSHIPS
LAUNCHED SINCE JAN
2021**

45

**THE NUMBER OF
VENDORS SIGNED UP
ON GOTDEVKC**



RISK ASSESSMENT: UNINTENDED CONSEQUENCES

RISK: Marginalized Vendors

As with any community-focused project, we run the risk of only reaching the people and vendors within our immediate circles. Without dedicated action and a diverse outreach team in place we may unintentionally marginalize vendors. Risk level: medium

Our goal is to continue to build our partnerships around the city, from all areas of Kansas City, to make sure we're reaching every vendor that wants to be listed on GotDevKC.

RISK: Outside Funding Pressure

Navigating the pressures of running GotDevKC and building financial and community partnerships brings with it the risk of letting outside dollars dictate the vision. Risk: low

Our intent is to divert part of No-Where Consultant's profits to the continued development and overhead of GotDevKC so we can be selective with our financial partnership needs.