

# **The Transformers**

## **Members:**

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Bryan Miley  
Tyler Murphy  
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## The Transformers

### 1.) What We Do-Executive Summary

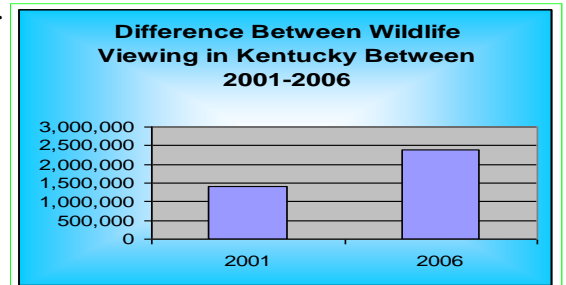
The groups' primary objective is to balance wildlife habitat protection, and enhancement, with long term income investments for the community. We plan to accomplish these goals with the construction of a backyard habitat. The backyard habitat will be created in an open field that held stagnant water and contained no trees or vegetation to support wildlife.

By achieving these goals we will have:

- Created an area of refuge for many types of wildlife.
- Created an area for wildlife and habitat study
- Created an area that teaches the importance of environmental health
- Created an area that will benefit the community by drawing in revenue through tourism

### 2.) The Market

The market for wildlife viewing is growing. (The graph to the right shows the growing amount of visitors in Kentucky who participated in wildlife viewing between 2001 and 2006. As you can see the trends for wildlife viewing have rose drastically with there being only 1.4 million in 2001 compared to 2.4million in 2006.)



- Our business is interested in creating a backyard habitat.
- Our intent is to create a backyard habitat for learning and tourism purposes with a bonus feature that helps the environment.
- Backyard habitats draw in tourists, so the more the better.
- Schools can get involved through outdoor biology and wildlife management classes and clubs.
- To get businesses involved we inform them of the tourism and the greater business that can be created in the area.
- Our targeted market is tourism.

### 3.) The Company

The Team consists of four members:

- Justin Phillips
- Bryan Miley
- Tyler Murphy
- Tyler Goff

Our group is focused on creating a backyard habitat.

We hope to accomplish sparking interest in the outdoors and in wildlife so maybe more areas will be protected and members of the community will take an interest in going green and protecting wildlife. We also hope this will benefit the community economically through tourism.

Expenses: Cost and maintenance are the two main setbacks in creating outdoor habitats. But with funding through the local government the entire project would be paid for.

#### 4.) Organization

President- Justin Phillips

Head of Development- Bryan Miley

Project Designers- Tyler Murphy, Tyler Goff

#### 5.) Marketing/Sales

The marketing strategy is not to sell the idea but instead to get the backyard habitat to be known. This can be accomplished in many ways.

- Radio commercials will draw in the local area.
- Newspaper articles and advertisements can also bring in the local community.
- Magazine articles can be created to draw in a larger crowd and can be featured in magazines such as “The Backpacker” magazine.
- Websites can extend to every corner of the world and would be a great way for tourists to find out about the area.
- Fliers can draw in the local community especially if placed at large events.
- Road Signs can be beneficial because of how much traffic travels on the roadways.
- Television is a great way to advertise a place for a family to visit on the weekend, an example being “Kentucky Afield”

#### 6.) Service/Product

The transformers hope to create a non profit wildlife viewing area for the study and maintaining of local wildlife. In the future we hope to establish a positive outlook for wildlife management by the local community. By improving the outlook we also hope to improve the area and bring in local dollars due to tourism.

- We offer the community chances to visit and study wildlife.
- We offer the community chances to learn how important wildlife is.
- We offer the community chances to learn how important the environment is and how many animal species live in the local area.
- We offer the community chances to learn about the ecological benefits a backyard habitat can have on the community.

7.) Funding

The government is willing to fund projects that are go green and wildlife friendly.

- Kentucky Department of Fish and Wildlife Resources
- Bluegrass Energy
- Eastern Kentucky Pride
- Kentucky Environmental Education Council
- Environmental Education in Kentucky