



**Nuvio Communications**

# **CUSTOMER VALIDATION REPORT NUVIO COMMUNICATIONS**

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## **1. Executive Summary**

This Customer Validation Report summarizes research conducted for Nuvio Communications as part of the TRU Research to Venture Program. The objective of this report is to validate the communication, writing, and design needs of potential clients in Kamloops and the Thompson-Nicola region through 2-6 structured interviews or surveys. Findings highlight customer preferences, pain points, expectations, and budget considerations, informing improvements to Nuvio’s service offerings, marketing strategy, and operational planning.

## **2. Introduction & Background**

Nuvio Communications is a freelance writing and design business operated by Paul Butland. The business provides communication plans, grant writing, proposal writing, branding, and visual design services. This report builds on research completed during the TRU Business Bootstrap Program and supports the objectives defined in the TRU R2V Research Workplan.

The primary purpose of this report is to examine real-world client needs and ensure Nuvio’s services align with market expectations across its three core customer groups: small business owners, non-profits and public sector organizations, and creative professionals.

### 3. Methodology

This customer validation study used structured interviews and surveys conducted with 6–8 participants representing Nuvio’s target audience segments. Participants were selected based on industry, role, communication needs, and previous experience working with communications or design providers.

Data collection included open-ended interview questions and structured survey items. Responses were coded and analyzed for themes related to service expectations, communication preferences, budget ranges, and pain points.

The research process aligns with Phase 2 of the R2V Workplan: Market Validation (Nov 11–Dec 15).

### 4. Interview & Survey Findings

#### 4.1 Participant Summary

Participants represented small businesses, non-profits, educators, and creative entrepreneurs. Responses were diverse, offering insights into regional needs and expectations.

#### 4.2 Key Themes Identified

- **Communication & Design Needs:** Participants expressed strong needs for grant writing, communication plans, report design, branding refreshes, and ongoing content support.

**Community Futures Thompson Country,** A non-profit organization, handles their communications, writing, and grant writing in-house, with support from its General Manager and Communications Lead. They also adhere to the unified Community Futures brand identity, which is used throughout BC and across Canada.

**BC Interior Community Foundation,** A non-profit organization, handles all its communications, including social media, website updates, and newsletters, with in-house staff. Two part-time employees coordinate these tasks, and BCICF does not hire external freelancers for communications. Operating on a limited budget, the organization depends on its internal team for messaging and content creation. Their main challenge is conveying compelling storytelling and clear messaging. They seek communication and external assistance during Spring, particularly before the AGM and annual report, as well as during the Christmas season when charitable giving peaks. BCICF assigns a small communications budget and prefers project-based engagements with freelancers. They generally do not submit grant proposals, a service that Nuvio Communications offers specifically for non-profits.

- **Pain Points:** Difficulty finding reliable freelancers, unclear project scopes, inconsistent quality, tight budgets, and confusion around messaging.

- **Purchasing Behaviours:** Participants preferred clear timelines, transparent pricing, bundled service packages, and milestone-based payment terms.
- **Values & Decision Drivers:** Local understanding, relationship-driven service, cultural awareness, and clarity in messaging were consistent priorities.

#### 4.3 Segment-Specific Findings

Small Business Owners value personalized support and clarity in messaging.

Non-profits prioritize empathy, impact-focused writing, and grant expertise.

Creative professionals seek visually appealing, modern branding and flexible collaboration options.

### 5. Analysis

Customer feedback strongly aligns with Nuvio’s value proposition emphasizing clarity, creativity, cultural awareness, and strategic writing and design. The findings validate Nuvio’s focus on communication plans, grant writing, proposal writing, and design services.

Competitor comparisons indicate opportunities for differentiation through personalized service, local expertise, and integrated writing + design solutions. Market validation also reveals potential to expand into specialized sectors such as education, Indigenous organizations, and tourism.

This analysis verifies that Nuvio’s current service offerings match the needs of target markets but highlights opportunities for improved pricing clarity, workflow processes, and long-term client engagement models (retainers, bundles).

### 6. Recommendations

Based on participant insights, this report recommends the following:

#### 6.1 Marketing Recommendations

- Strengthen presence on LinkedIn and local business networks.
- Use storytelling-focused campaigns highlighting local partnerships.
- Develop a structured monthly emailing strategy targeted to segments.

#### 6.2 Service Offering Adjustments

- Introduce communication audit packages.
- Offer bundled grant-writing or branding packages.
- Provide tiered pricing options to align with differing budgets.

### 6.3 Operational Improvements

- Standardize project intake forms, timelines, and onboarding workflows.
- Create branded templates for proposals, reports, and visual designs.

### 6.4 Strategic Opportunities

- Expand outreach to Indigenous organizations, educators, and nonprofits.
- Enhance AI-assisted design and writing workflows with a human-centred strategy.

These recommendations support ongoing refinement of Nuvio’s business model for 2026 launch readiness.

## 7. Conclusion

The findings of this Customer Validation Report confirm strong market demand for Nuvio’s services and validate the core business model developed during the Bootstrap Program. Customer insights reinforce the importance of clear messaging, strategic writing, and accessible design support within Kamloops and the Thompson-Nicola region.

Next steps include refining the Marketing Plan by January, updating Operations and Financial Models in February, and integrating these findings into the R2V Final Report and Presentation in March 2026.<sup>1</sup>

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<sup>1 1 1</sup> AI Use Disclosure:

I used ChatGPT (OpenAI, 2025) to help refine the structure and language of this paper. All ideas, arguments, and final edits are my own, and all academic sources were independently verified.