



Nuvio Communications

RESEARCH WORKPLAN – NUVIO COMMUNICATIONS

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Program: TRU Research to Venture (Fall 2025 – Spring 2026)

Submission Date: November 12, 2025

1. Overview

This Research Workplan outlines the research objectives, deliverables, and evaluation schedule for Paul Butland’s participation in the TRU Research to Venture (R2V) Program. The focus of this research is to continue developing Nuvio Communications—a freelance writing and design startup that provides strategic communication services for small businesses, non-profits, and public organizations in Kamloops, BC.

Building on findings from the TRU Business Bootstrap Program (Summer 2025), this phase aims to validate Nuvio’s target market, refine service offerings, and strengthen its operational and marketing systems. The outcome will position Nuvio for launch-ready implementation by Spring 2026.

2. Objectives

- **Market Validation** – Conduct structured interviews and surveys with potential clients to verify audience needs, expectations, and budget ranges.
- **Marketing Refinement** – Adjust messaging, content, and outreach strategies based on real-world feedback.
- **Financial & Operational Planning** – Update pricing models, cash-flow forecasts, and workflow processes using client-validated data.
- **Research & Skills Development** – Complete R2V Generator workshops and the TRU Research Certificate Course to enhance applied research methodology.
- **Implementation Readiness** – Integrate research findings into a comprehensive business framework and final presentation.

3. Timeline & Schedule (Oct 20 – Mar 27 2026)

Phase	Date Range	Focus & Key Activities
Phase 1 – Orientation & Planning	Oct 20 – Nov 10 2025	Confirm research scope and deliverables; finalize workplan submission; attend Workshop 1 (Program Orientation); outline interview questions.
Phase 2 – Market Validation	Nov 11 – Dec 15 2025	Conduct 6–8 structured interviews or surveys; collect, code, and analyze data; compile early findings into a Customer Validation Report.
Winter Break & Reflection	Dec 16 – Jan 5 2026	Review notes; refine data summaries; prepare for next research phase.
Phase 3 – Marketing & Operations	Jan 6 – Jan 31 2026	Apply insights to update marketing plan, content calendar, and outreach materials; attend Workshop 2 (Marketing & Validation); test new client-facing content.
Phase 4 – Financial Modelling & Implementation	Feb 1 – Feb 21 2026	Update cost structures, service packages, and revenue projections; integrate financial findings into business model; review workflow system for launch readiness.
Phase 5 – Final Reporting & Presentation Preparation	Feb 22 – Mar 10 2026	Draft and revise Final Research to Venture Report; design branded presentation slides; attend Workshop 3 (Presentation & Pitch Development).
Phase 6 – Submission & Program Wrap-Up	Mar 11 – Mar 27 2026	Submit final report and presentation; participate in final Generator showcase; reflect on learning outcomes and business integration plan.

4. Evaluation Framework

Progress will be tracked through weekly milestones, workshop attendance, and submission of all deliverables to TRU Generator coordinators. Evaluation criteria include:

- Completion of interviews and verified documentation of results.
- Quality and clarity of updated marketing and financial models.
- Demonstrated application of research in final presentation and report.
- Engagement and participation in Generator workshops and research course.

5. Key Deliverables

Deliverable	Deadline	Description
Research Workplan	Nov 12 2025	Outlines objectives, timeline, and evaluation framework.
Customer Validation Report	Dec 15 2025	Synthesis of interview and survey findings with insights for service design.
Marketing Plan/Business Plan Update	Jan 31 2026	Refined content, messaging, and outreach plan based on client feedback.
Financial & Operations Update	Feb 21 2026	Updated cost, pricing, and workflow models reflecting market data.
Final Report & Presentation	Mar 10 – Mar 27 2026	Summary of research process, findings, and recommendations.

6. Summary

This extended plan defines a structured path from research initiation to implementation readiness. Each phase builds on the work completed during the TRU Business Bootstrap Program, focusing on evidence-based refinement of Nuvio Communications' marketing, operations, and client service framework.

By March 2026, Nuvio Communications will have a validated business model, improved operational systems, and a clear path toward sustainable launch and growth.