



Melissa Turbiak

Contestant Melissa Turbiak, melissa@venturity.net, 214-432-3865

Name of the Game The Hand That Feeds

Theme Casino/Poker

Objective The objective of The Hand That Feeds MiniGame was to generate leads for new client relationships/special projects and to receive new referral partner information in order to increase revenue to improve our critical number, Gross Margin.

Improvement Goals By generating more leads/referral partners, our goal was to get between 6-7 new client deals from playing The Hand That Feeds. The metric used was that 15 Referral Partner Meetings = 4 Introductions = 2 scoping meetings/presentations = 1 new deal. 1 deal is equal to approx. \$3,000/month in revenue, of which 6-7 new deals would result in \$216,000 - \$252,000 in revenue in one year.

Duration 03/27/2017 - 06/21/2017

Rules of the Game During our game, the goal was to grow the Poker Pot to \$1,000 using different values of poker chips, which represented different objectives as follows: \$1 chip = Identify a banker or CPA of our clients as a referral; \$5 chip = Introduction of the contact to our Business Development team; \$10 chip = When a meeting results from an introduction; \$20 chip = Identifying a new outside referral partner not used by one of our existing clients.

Scoreboard Image(s)







Prizes and Award Schedule

30 days, \$300 pot: Customized Venturity playing cards
60 days, \$600 pot: A beautiful potted plant
90 days, \$1,000 pot: Poker themed BBQ

Non-Monetary Benefit to the Company

Communication across teams and new referrals for our clients.

Celebration Image(s)





