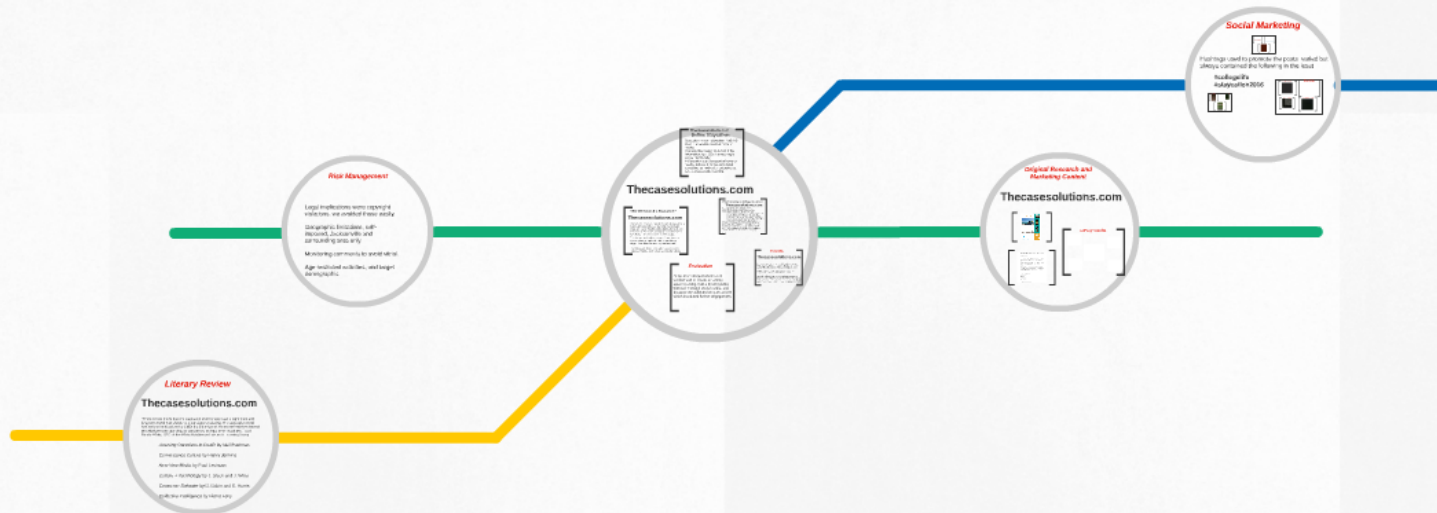
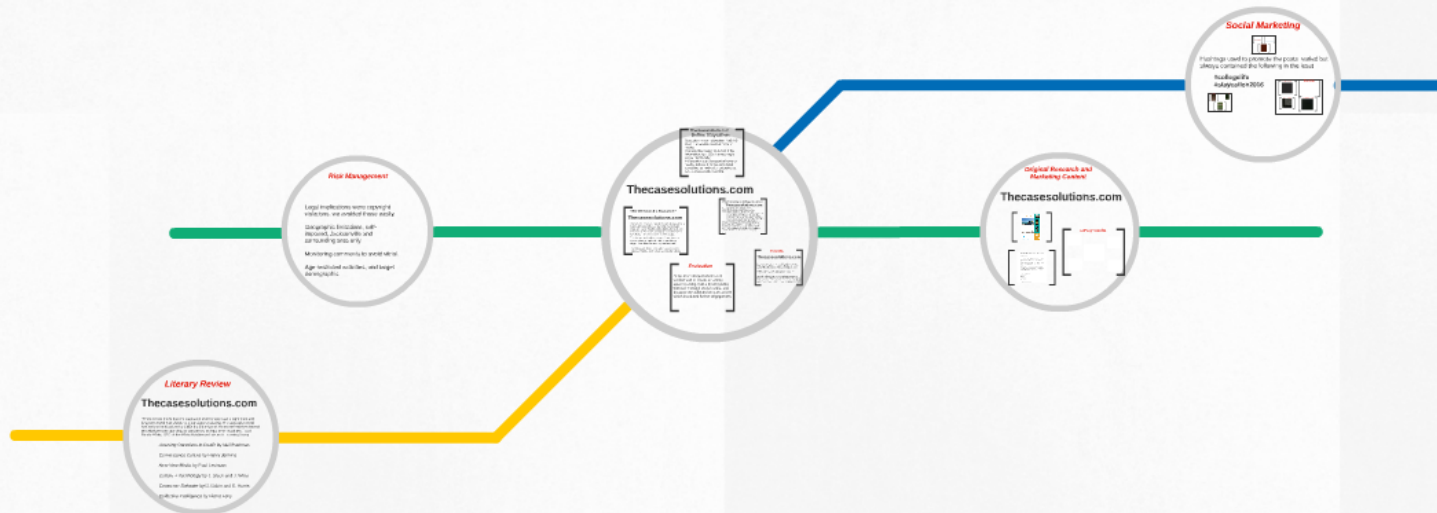


Malcolm Life Enhances Its Variable Annuities



Thecasesolutions.com

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Thecasesolutions.com Define Staycation

Staycation - noun - staycation \ˈstā-ˈkā-shən\ : a vacation spent at home or nearby.

The word itself was first coined in the Information Age, 2005. Its meaning is vague intentionally.

A staycation could be spent at home or nearby, but would not be considered something as involved or extensive as, say, a cross-country road trip.

Why did we pick a Staycation?

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Overall, the trends are simple though. A staycation is relatively inexpensive compared to the average vacation - being that the destinations are local. It is meant to be easier too, as logistical interference is less likely. It is a vacation on a strict budget.

The destination is either a person's own home or a place close by, typically within short driving range - less than one tank of gasoline away.

Creating a platform that provides students with distance-friendly and money-saving alternatives.

Why Focusing on College Students? Thecasesolutions.com

Our target market segment, college students - mainly between the ages of 18-26 years old, plus or minus a few years as to not limit our market reach.

Our objective is to give college students cheap and free activities to do while not in class or doing homework, discover new and interesting activities not well known about, and to help eliminate endless online searching through multiple websites.

We feel that although there is room to expand our reach, going too far outside of those limits defeats the purpose of our service. Most older individuals don't find themselves in the position of needing an "off-the-cuff" idea for an afternoon or daylong activity.

Feasibility

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By limiting our reach to college students between the ages of 18-26 we were able to draw from our collective experience as Jacksonville natives and our intimate knowledge of the city.

College in general are the largest market segment with disposable income according to *Business Insider*.

Staycationcollegestudnts.com is an affinity space meant to foster collective intelligence through a knowledge community. Our focal demographic (younger, college-aged) is very willing to engage in such a project because they are digital natives.

Evaluation

Staycationcollegestudents.com worked well to create an affinity space via blog, had a decent public outreach through social media, and because we collected unique content which incubated further engagement.

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Literary Review

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“There is little doubt that the staycation trend is very real; a significant and long-term trend that shows no clear signs of abating. The staycation trend has serious implications for LBEs (location-based entertainment) that depend on entertainment spending by consumers on trips or on vacations,” said Randy White, CEO of the White Hutchinson Leisure & Learning Group.

Amusing Ourselves to Death by Neil Postman

Convergence Culture by Henry Jenkins

New New Media by Paul Levinson

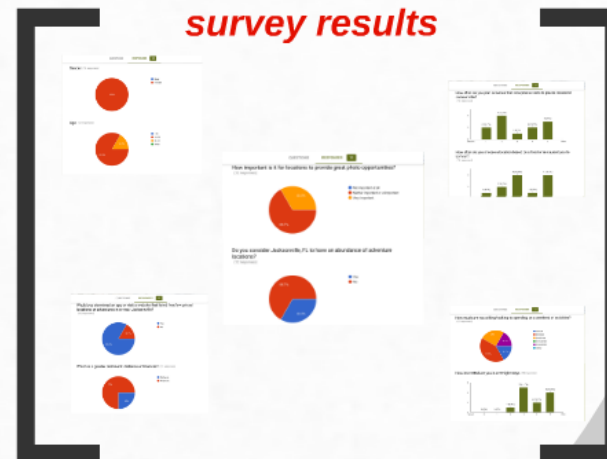
Culture + Technology by J. Slack and J. Wise

Consumer Behavior by B. Babin and E. Harris

Collective Intelligence by Pierre Levy

Original Research and Marketing Content

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Staycation College Students announces grand opening
By: Thomas R. Sullivan
April 16, 2015

Introduction: Faculty and staff of Staycation College Students announced the grand opening of their new campus and public library. The new campus is located in the heart of the city and will provide a new and exciting learning environment for students and faculty alike.

About Staycation College Students: Staycation College Students was founded in January 2015. The school is a non-profit organization that provides a high-quality education for students in the local community. The school is currently accepting applications for the fall semester and will begin classes in August 2015.

Contact:
For more information, please contact:
Thomas R. Sullivan
CEO, Staycation College Students
1234 Main St.
Dulles, VA 20146
Phone: 703-271-1234
Fax: 703-271-5678
Email: tsullivan@staycationcollege.com