

Cross Cutting Themes



FLEXERA
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ETHICS & SUSTAINABILITY

Why is producing reformers in Europe more sustainable but also more costly?

Do you think Flexera has found the right balance between affordability and sustainability? Why or why not?

ENTREPRENEURIAL THINKING

Why was early validation (surveys, waitlists) so important before launching?

What risks did Hannah take when launching Flexera, and how did she manage them?

FINANCIAL LITERACY

How did Hannah finance the startup, and what lesson does this give about startup funding?

What challenges does unpredictable ad spend create for Flexera's cash flow?

DIGITAL TRANSFORMATION

How has Flexera used Instagram and social media to drive sales?

How could Flexera use digital technology to improve its customer experience in the future?

What did you find the most interesting part of Hannah's journey so far? Why?

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Flexera – Suggested Teacher Solutions

<p>ETHICS & SUSTAINABILITY</p> <p>Q: Why is producing reformers in Europe more sustainable but also more costly?</p> <ul style="list-style-type: none">• Shorter transport routes reduce carbon emissions.• European factories must meet higher labour and environmental standards.• Costs are higher due to wages, compliance, and material sourcing. <p>Q: Do you think Flexera has found the right balance between affordability and sustainability? Why or why not?</p> <ul style="list-style-type: none">• Yes: kept products affordable while introducing recycled materials.• Shows commitment to sustainability without pricing customers out.• Still leaves room to grow greener as the business matures.	<p>ENTREPRENEURIAL THINKING</p> <p>Q: What risks did Hannah take when launching Flexera, and how did she manage them?</p> <ul style="list-style-type: none">• Risked savings and reputation by starting a new fitness equipment brand.• Validated demand through surveys and waitlists before production.• Adapted products based on customer interviews and feedback. <p>Q: Why was early validation (surveys, waitlists) so important before launching?</p> <ul style="list-style-type: none">• Proved that there was genuine market demand.• Reduced the chance of wasting money on unwanted products. (checked feasibility)• Built a base of potential customers before launch.
<p>FINANCIAL LITERACY</p> <p>Q: How did Hannah finance the startup, and what lesson does this give about startup funding?</p> <ul style="list-style-type: none">• Used personal savings and a small family loan.• Highlighted the risks of relying on limited personal funds.• Lesson: start lean but plan carefully for cash flow and growth. <p>Q: What challenges does unpredictable ad spend create for Flexera's cash flow?</p> <ul style="list-style-type: none">• Hard to predict how much sales each campaign will generate.• Sudden overspending on ads can leave the business short of cash.• Creates uncertainty in planning and budgeting for growth.	<p>DIGITAL TRANSFORMATION</p> <p>Q: How could Flexera use digital technology to improve its customer experience in the future?</p> <ul style="list-style-type: none">• Introduce AI chatbots or online tools to answer customer queries quickly.• Automate stock management and order fulfilment.• Use digital surveys and feedback tools to improve products. <p>Q: How has Flexera used Instagram and social media to drive sales?</p> <ul style="list-style-type: none">• Showcases products visually to a health and fitness audience.• Builds community through stories, reels, and interactive content.• Drives both organic and paid traffic to their online store.

Q: What did you find the most interesting part of Hannah's journey so far? Why?

- Her resilience in pivoting when early designs didn't work.
- The waiting list to see if demand existed before even selling anything.
- Student own answer.