As an intern on the Marketplace Expansion team, you’ll be responsible for all of the nuanced details around a new city launch. You’ll be responsible for vetting opportunities, making strategic connections in a community, running tests, and measuring results. Please complete the following assignment to the best of your ability. If something is not clear, please make assumptions and list out what you assumed!

**Necessary background on Sawyer:**
We’re currently running and scaling in 4 cities: New York, Chicago, LA and Washington DC. The focus of this role and the assignment is targeting parents, not activity providers. Our target audience is an urban parent with at least 1 child under the age of 5.

**Part 1: What city should we launch next?**
We’re deciding between a few cities to launch into: Denver, Austin, Boston, or Miami. What is the decision-making framework that you’d apply to choose what city is the most interesting for us to enter?
What other data points would you want access to? Assume we have all existing customer demographic data, all US census data, and all site traffic and behavior data. Please list out the additional data points (e.g. gender, age, number of kids, etc.)

**Part 2: Let’s launch it!**
Based off the city you’ve chosen in Part 1, please set a 3 week launch plan. This would include Day 0 of the launch through Day 20 of the launch. Assume you have a budget of $50k to spend over the 3 weeks
How would you allocate the budget?
Build out a plan for 1-2 launch channels. This includes launch date, creative execution, and expected results.