

ENGAGEMENT / 01

## How we built the operating system behind *SuperSeniors*.

An alumni homecoming experience launching at Clemson University in October 2026 — built from scratch with a two-person founding team, a committee of stakeholders, and a hard deadline.

CLIENT	SECTOR	ENGAGEMENT	STATUS
Obsidian Equity Alliance	Live Events / Experiential	The Build · Ongoing Ops	In Production

### THE CHALLENGE

“ *Two founders. A signature event. A live committee. No system holding any of it together.* ”

SuperSeniors had vision and momentum — but every workflow lived in someone's head. Vendor outreach, committee touchpoints, lead capture, the production timeline: separate, manual, fragile.

They needed an operating backbone that could carry them from concept to launch — without slowing the creative work down.

### WHAT WE BUILT

- **Asana Project Architecture**  
End-to-end production plan with phases, owners, and dependencies. Replaced ad-hoc texts and notes.
- **Public Landing Page**  
Netlify-hosted site with Formsprees integration for early interest capture and committee inquiries.
- **Lead Capture & Segmentation**  
Form-to-spreadsheet pipeline that auto-tags inquiries by interest, role, and source.
- **Committee Workflow**  
Structured engagement plan and tracking system for the CBAC Homecoming Committee partnership.

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From idea to launch-ready operating infrastructure in weeks, not months.

1 *Source*

Of truth across founders, committee, and vendors — replacing scattered tools.

100%

Of inbound leads captured and routed automatically since launch.

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