

Career Street: The Product

1. An Overview of the Idea.

Provide a program that will allow communities to bring *education and business together* to *enhance the career development* of youth and *improve the 'pipeline' development* for employers.

The program would entail a 'brand/franchise model' including the following:

- a. Lead agency/Champion (e.g. Chamber, WDB, United Way, School Districts)
- b. Recognized community priority of career and pipeline development
- c. Program management and support strategy
 - 1) Lead Development Team (education, business, community)
 - 2) Sponsor Organization (501c3)
 - 3) Program Manager
 - 4) Program Support
 - 5) Advisory committee
- d. Program financing strategy (e.g. 1/3, 1/3, 1/3)
- e. Program marketing strategy
- f. Web site services
- g. Other career development services (e.g. surveys, fairs, teacher development)
- h. Franchise management and control

2. When you talk with potential users/purchasers, what is their specific feedback?

Impressed with the concept, like the achievements to date (e.g. Ohio Department of Education, Crawford County, Jefferson County, Berks County)

3. Is this an idea on a napkin, or have you already begun development?

Name and logo trademarked, discussions with Foundation board and Career Street advisory board, "Ready to move from napkin"

4. If so, where are you at in the development process?

Early stages of business plan development, developing RFP for web site design

5. Why you?

We are Career Street! – Executive Director, Foundation Operations Manager, Foundation Finance Manager

6. What makes you the perfect person/entity to bring this idea forward and to run the company/product that results?

ECVTS Foundation owns the Career Street product, sales of Career Street to other communities will help bolster revenue, existing demand equals existing resources, product delivery could grow

7. Why now?

Career Street as a product has proven successful locally, other communities have expressed an interest in learning more about Career Street, public/private and business/education partnerships are high priorities for many communities driven by national workforce and economic development conversations

8. Is now the perfect time to do this? Why not before? Why not in 5 years?

Now is the right time, Career Street is moving beyond the infancy stage, some urgency to make Career Street more self-sufficient

9. Is the product that results from this activity, going to be part of Career Street or will it be a stand alone company?

Career Street is an educational, community service of the ECVTS Foundation, Career Street the product will be offered for sale by the ECVTS Foundation,

10. What three things do you need, now/soon to help you advance this idea?

Business plan, approximate product cost, marketing plan

11. Finally, what are you specifically looking for, from Ben Franklin?

Not sure, can BFTP assist with items in #11,

12. In other words, how can we help?

13. Potential Customers

Workforce Development Boards, Chambers of Commerce, Educational Consortiums (e.g. CTCs, IUs), Economic Development Agencies, Community Development Agencies (e.g. United Ways); City or County Governments

14. Similar Products

[Services to Youth about Careers](#)

Junior Achievement, PA eMentoring, WIN Learning

[Subscription Services](#)

Infinite Campus (student information management), PA eMentoring, WIN Learning

15. Pricing

What is the basis for the franchise? Number of students?

What's the cost per unit?

16. Length of Original Contract

Two year license? Three year?