



The Product

Business Plan Presentation

**Erie County Vocational-Technical School
Foundation**

January 25, 2018

Market Analysis

- **Target Market:**

Local area (technical school, school district, county, region or workforce region), that wants to “web-enable” their business-education partnership “matchmaking” efforts and better measure their outcomes and impact, whether they have an existing partnership or not.

- **Market Potential:**

10% of actual numbers	Workforce Investment Areas	Counties	School Districts	Chambers of Commerce
Regional	11	31	273	61
National	53	308	1.300	300

- **In-Depth Interviews with prospects**

Software demonstration followed by questions related to features and benefits, price sensitivity and interest

Products/Services

- *Software Service*

purchase a Career Street website license, and customize the Career Street website to meet individual local area needs and/or support existing business-education partnership activities.

- *Comprehensive Program Affiliate*

a blended “package” of services including:

- Start-up schedule
- Job descriptions and guidance to assemble your local project team
- Customization of local website pages to serve your local community
- Marketing and communication plan and materials to help spread the word
- Model budgets
- Benchmarks and outcome measures
- Sustainability plan, grant writing support and fundraising assistance

- *Technical Assistance and Consulting*

to establish a local area business-education partnership program if one does not already exist or to enhance existing programming or use of the website

Marketing Plan

- **Regional** Workforce and Career Education Trade Associations
 - Conferences
 - Educational Programs
- **National** Workforce and Career Education Trade Associations
 - Conferences
 - Educational Programs

Projected Sales

Base Cost*	Year 1	Year 2	Year 3
New Websites \$5,000	4	6	7
Renewal Websites \$2,000	0	3	9
New Programs \$15,000	3	3	3
Renewal Programs \$5,000	0	3	3

*Plus "Tier Size" Premium

Financial Analysis

- Start Up Costs:

Marketing Subtotal	\$	6,750
Web Site Subtotal	\$	30,800
Operations Set-up	\$	5,520
Legal	\$	7,500
Total Cost	\$	50,570

- Cash flow is positive by end of Year 1, profitable in Year 2 if sales projections are met
- Most costs are variable

Recommendations

- Copyright all existing Career Street materials (and all those developed)
- Hire the Career Street Executive Director as an employee of the Foundation
- Be prepared to invest in growth if demand exceeds projections (e.g. big city or entire state)
- Continually monitor environment for competitive threats (Career Zone or others)

Questions/Discussion

