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Prepared by: Gina Laff & Gaby Fitzpatrick

Presidents

Best Foot Forward

1214 W. Barry Chicago, IL

3422 N. Janssen Chicago, IL 60657

Chicago, US

(773) 387-8196

Glaff@gcechicago.com

Gfitzpatrick@gcechicago.com

Where is the logo? What about the company name?

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EXECUTIVE SUMMARY

It all started with an idea in which we soon formed into a business plan. This idea was to create a multifaceted 501(c)3 non-profit organization that works in alignment with the United Nations Millenium Development Goals. We need your skill sets to fill stomachs, stimulate young minds, teach and attain environmental sustainability, fight disease, provide healthcare, reduce child mortality, and much more.

VISION STATEMENT

Our dream is to build an organization in which people have the freedom to interact and relate with others around the world on a personal level. Our clients must be eighteen or older to be able to go on a trip. They will be given the opportunity to have the experience of a lifetime, changing lives in the process. This world is facing trying times--millions of men, women and children are stricken by poverty, extreme hunger, widespread famine, disease, war, and environmental disasters. We want to give you the chance to pay it forward.

MISSION STATEMENT

WHY?

We want to give you the chance to experience the world in another persons shoes.
We want to put a name on global community, and we want that name to be ours.

BUSINESS STRATEGY

This is a multifaceted service trip program for people of all skill sets, backgrounds, and professions over the age of 18. We plan on making local and global partnerships to build a stable platform of our service trip program. We want to give our client the oppertunity to live into the experience. Our clients will have more freedom to decide how theyd like to help others. Our organization is less shedualed than others giving our clients the oppertunity to relate on a more personal level with the people they help. Within the next eight years, our organization will have bases throughout South America, Asia, and Africa. Aligned with all eight of the United Nations' millenium development goals, we plan on choosing bases throughout the three continents, and sending people abroad to have a life altering experience. You can do anything on these trips; make art with children, build homes, work with and teach mothers how to maintain maternal health, teach a town the uses of recycling bins, or teach a village about fair elections. We will start by implementing one of the eight millenium development goals in Paraguay. In the next eight years, with the profit margin we receive, we plan on working to achieve all eight of the millenium development goals in eight different countries. In the next twenty years we plan on doubling to sixteen different countries and moving bases into the middle east.

TEAM MANAGEMENT DESCRIPTIONS

PRESIDENT/MANAGERS

Gina Laff and Gaby Fitzpatrick

- Provides supervision throughout the entire process.
- Caring and passionate about this business
- Make changes and powerful choices

IMPORT/EXPORT MANAGER

- Manage the movement of products/equipment/materials in and/or out of the country in accordance with organizational policy and procedure, and to comply with relevant local, country and international law and process.
- Manage the necessary documentation and online forms for the efficient, cost-effective and lawful execution of all import/export activities.
- Maintain and share with colleagues as appropriate, personal knowledge of all relevant import/export law and procedures; tariffs and duties; licenses and restrictions.
- Manage financial and currency processes and transactions in accordance with policy and law, and to optimise cost-effectiveness of activities.
- Communicate with export and import and related authorities, and customers and suppliers, in all relevant territories and countries, as necessary to ensure efficient, positive and lawful relations, support and activities.
- Anticipate, research and report on future changes in import/export laws and in relevant local territory practices, and ensure such knowledge is factored into the planning of the department's own strategy, resources and procedures.
- Plan and implement import/export strategy and activities consistent with overall aims and requirements of the organization.

ADMINISTRATIVE ASSISTANT

- Type and word-process various documents and electronic information.
- Create financial and statistical tools and reports using spreadsheets.

- Manage, organise, and update relevant data using database applications.
- Communicate and provide information by relevant methods internally and externally to assist and enable organizational operations and effective service to connecting groups.
- Analyse and interpret financial statistics and other data and produce relevant reports.
- Interpret instructions and issues arising, and then implement actions according to administrative policies and procedures.
- Research and investigate information to enable strategic decision-making by others.
- Arrange and participate in meetings, conferences, and project team activities.
- Approve decisions, requests, expenditure and recommendations on behalf of senior people in their absence, according to agreed guidelines and policies.

HEALTH AND SAFETY MANAGER/DIRECTOR

- Existence and awareness of a suitable and relevant health and safety policy.
- A safe workplace without risk to health.
- Safe plant and machinery, and safe movement, storage and use of articles and substances.
- Adequate provision of first-aid and welfare facilities and support.
- Provision of suitable and current information and supervision concerning health and safety policies and practices.
- Proper and timely assessment of risks to health and safety, and implementation of measures and arrangements identified as necessary from the assessments.
- Provision of emergency procedures, first-aid facilities, safety signs, relevant protective clothing and equipment, and incident reporting to the relevant authorities.
- Liaison as necessary with other organizations and relevant authorities, and assistance and

cooperation concerning audits and remedial actions.

ORGANIZATIONAL DEVELOPMENT MANAGER

- Plan, develop and implement strategy for organisational development (covering particular areas relevant to the organisation's structure, market etc)
- Establish and maintain appropriate systems for measuring necessary aspects of organisational performance
- Monitor, measure and report on organisational development plans and achievements within agreed formats and timescales
- Manage and develop direct reporting staff
- Manage and control departmental expenditure within agreed budgets
- Liaise with other functional/departmental managers so as to understand all necessary aspects of organisational development, and to ensure they are fully informed of organisational development objectives, purposes and achievements
- Maintain awareness and knowledge of contemporary organisational development theory and methods and provide suitable interpretation to directors, managers and staff within the organisation
- Ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care

FINANCE DIRECTOR

- Business and financial strategy and planning, monitoring, management and reporting, including management and development of policies, systems, processes and personnel involved.
- Reporting and accounting as per regulatory and legal requirements including taxation, dividends, annual report and accounts.

→ Management of strategy for and liaison with stock market, business press and business analysts community.

→ Financial staff management, motivation, training, recruitment and selection.

→ Contributing to strategic planning and development as a member of executive team, and probably keeping and distributing notes and records, reports to executive and management team.

→ Other areas of potential responsibility: company insurance, import/export administration, licensing, contracts and agreements, legal areas and activities, corporate level negotiations (eg premises, plant, trading, acquisitions and divestments, disposals), major supplier/customer/partner relationships, regulatory bodies relationships and strategies, approvals and accreditations.

→ Would also include 'Company Secretary' responsibilities if there is not a separate Co Sec (eg statutory company administration responsibilities depending on relevant legal requirements).

PURCHASING/BUYING MANAGER/EXECUTIVE

→ Purchasing policy and planning

→ Departmental staff recruitment, development, training and management

→ Purchasing project prioritisation and management

→ Managing purchasing information and systems, and purchasing services IT

→ Cost saving budgeting and targeting

→ Setting and planning how to achieve supplier accreditation and service level management

→ Outsourcing strategy/development/management

→ Payment terms negotiation, optimisation and management

→International trading issues/imports/legal, awareness and management

CHAIRMAN/CHAIRPERSON

→Preside over board or executive committee

→Supply vision and imagination at the highest level (normally working closely with the MD or CEO)

→Take chair at general meetings, within which: to ensure orderly conduct; fair and appropriate opportunity for all to contribute; suitable time allocation per item; determining order of agenda; directing discussion towards consensus; clarifying and summing up actions and policies

→Act as the organisation's representative in its dealings with the outside world

→Play a leading part in determining composition of board and sub-committees, so as to achieve harmony and effectiveness

→Take decisions as delegated by the board and where required chair board meetings.

→Execute the responsibilities of a company director according to lawful and ethical standards, as referenced in ... (whatever director policy and standards document you might use).

LAWYER

→Read and interpret legal documents and advise board.

DEFINITION OF MARKET

Our organization has two different demographics; one of them is the older clients who crave experience and have connections, the other target would be young people with philanthropic interests straight out of college. Our customer needs to be ready and able to devote their time, skills, and must have a passion for the cause. We do not have any educational or occupational requirements for anyone who chooses to be a part of our mission. We plan on forming partnerships with other organizations who share our vision and goal.

MARKETING STRATEGIES

- Grow the organization, by launching a website and social media presence, and also to invest in radio and magazine ads in order to help take make our business more familiar with the public.
- Replicate our model using other organizations

OUR COMPETITION

With our organization we have one big name who is a competition to our market. The program is called global Volunteers. They provide service trips for people to help build schools, help teach environmental techniques, and work on other various philanthropic causes. Global volunteers provide trips for anyone of any age and also have individual trips for the different age groups. They give their clients and one on one experience with a unique culture and allow you to create sustainable partnerships around. The most interesting thing about their organization is that they their trips are tax deductible which means when going on these trips, a percentage of all expenses are taken off if you adhere to their program itinerary.

SCALING

INTENTIONS

- Create a social movement
- Organize collective action
- Change government policy and practice
- Considerations of scale:
 - As the organization grows and progresses, we will maintain growth by spreading our organization's grounds to other areas around the world. We plan to begin in Paraguay, working

on the millennium development goal "Improve Maternal Health". With the growth of the organization, we will expand into more areas of the globe and eventually have at least one base in the world for each of the eight millenium development goals. By making partnerships with other organizations, we can pick up steam, access more resources and spread our business to many more areas of the globe.

→ Is bigger always better?

Bigger is not always better. While expanding our business is among our many goals, we are aware of the potential backfire of over-expansion. Our plan is to grow within the pragmatic limits of our organization, and all the while, to maintain a sustainable business strategy.

WHAT WILL BE MEASURED?

When it comes to starting an organization and ensuring that the mission we have devised is being achieved, we plan to constantly make projections of where we want our organization to be in the next ten years. From those projections, we will work backward year by year and determine what our yearly quota must be in each preceding year to make that goal possible.

With realistic and pragmatic scale tactics such as these, it will be easier to ensure that all of our mission goals as well as financial goals are achieved and followed unerringly. Assuring that everyone on board the organization shares our values and vision will be integral to the organization's success.

RISK ASSESSMENT ✈️

CONTEXTUAL

There are certain areas of the world that are not as open to accepting the help of foreigners waltzing into their villages. There is an aspect of pride embedded in many of these cultures, and it is of INTEGRAL importance that we do not offend anyone in the process of these service trips. Our goal is to create friendships and connections, not to show that we are better than them and that they need our help.

STRATEGIC

There are a few issues that could arise strategically. What could very easily happen is our budgeting was not done as thoroughly or realistically as it should, and we do not meet the amount we need for resources. If we do not strategize very carefully, especially when it comes to expanding our organization to new areas in the world, it is very important that we plan meticulously and know absolutely all of our research.

PROGRAMMATIC

We could end up spending more than we are making, and our organization's finances could become unsustainable.

FINANCIAL

We could end up spending more than we are making, and our organization's finances could become unsustainable. There is always the possibility that many miscellaneous expenses will arise and we will not meet our quota.

MITIGATING RISKS

We plan on budgeting, strategizing and planning METICULOUSLY. If there is any gap or hole in our plan, we vow to fill it before any movement is made. This organization is of vital importance Finding connections with others in the areas we hope to be working in would help us a lot in knowing what is acceptable in these areas.

RISK VS. REWARD

Creating this organization is a risk in and of itself. We are involving world travel to 3rd world countries, The biggest risk we would have is being accepted into these areas and dealing with the safety of our clients. The clients we have should be ready physically and mentally to face the challenges of being in another country. Another risk we have is as well putting all our time and money into building this. time is one of the most valuable things and risking it can either push us back further or create a better opportunity. Putting it all on the table like we did, shows our dedication and sacrifice in creating a sustainable meaningful program. We could either walk away with success or walk away with a loss of a dream we both want to bring out into the world. the risk is worth it in every way and hopefully the risks we put into this organization will in the long run be worth it.

SUMMARY CASH FLOW	PILOT YEAR	YEAR 2	YEAR 4	YEAR 6	YEAR 8
Opening Cash	\$5,000	\$11,000	\$14,000	\$17,000	\$20,000
Trip Fees (not airfare)	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000

Government Grants	\$0	\$5,000	\$10,000	\$15,000	\$20,000
Donations	\$5,000	\$15,000	\$20,000	\$30,000	\$75,000
Other Grants	\$0	\$2,000	\$1,000	\$3,000	\$7,000

TOTAL CASH AVAILABLE:	+12,000	+35,000	+47,000	+67,000	+124,000
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EXPECTED DISBURSMENTS	PILOT YEAR	YEAR 2	YEAR 4	YEAR 6	YEAR 8
Employee Housing	\$500	\$500	\$1,000	\$2,000	\$3,500
Utilities	\$1,200	\$1,200	\$2,000	\$5,000	\$8,000
Transportation	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
Marketing	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Insurance	--	--	--	--	--
Health Plan	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Program Resources/ Supplies	\$5,000	\$5,000	\$8,000	\$11,000	\$14,000

TOTAL DISTRIBUTIONS	+6,300	+11,000	+18,300	+25,300	+32,800
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