

Brian Essig
Sid Severson

1. What is our organization?
 - The Nature Alliance is an organization aiming to provide the experience's of nature to underprivileged and low income children and teens throughout the Salt Lake Valley. We refer to this demographic as urban youth. We plan on teaming up with ski shops, outdoor equipment retailers, resorts, and public transportation in order to provide everything that these children and teens might need to enjoy the outdoors at a very low cost. In order to get all of this equipment we will ask shops to donate old gear, as well as use any other donations as a tax writeoff. Our goal is to get kids out in nature year round whether it is hiking, skiing, mountain biking, sledding, etc.

2. Structure:
 - The Nature Alliance is a non-profit organization.
 - 501(c)(3)

3. Values:
 - Intolerance for discrimination
 - Outstanding client services
 - Community Engagement
 - Sustainability

4. Mission & Vision:
 - The Mission of The Nature Alliance is to establish and mediate connection, between underprivileged households and the great outdoors.
 - "The vision of The Nature Alliance is to provide affordable exceptional outdoor experiences, simultaneously creating self-actualization and its correspondence with nature"

5. Goal: Complete your Business Plan
 - Complete assignments 1 class ahead of time, in order to clarify any unclear expectations.
 - Work together/meet twice a week and distribute extra work evenly in order to prevent group tension.
 - Communicate on a daily basis before turning in assignments to make sure both team members are satisfied with all work.

- Come up with 2 unique ideas per assignment before meeting as group in order to have a wider variety of suggestions for discussion.
- Success with this project would mean having satisfaction in completing each individual requirement on time, and to the fullest of our potential.

Market Analysis Section

<http://www.sba.gov/content/market-analysis>

The Nature Alliance aims to provide the experiences of nature to underprivileged and urban youth throughout the Salt Lake Valley.

Current Industry Description:

The Nature alliance is targeting youth from low income neighborhoods around the Salt Lake Valley. As of right now, there is not much of a market aimed at getting urban youth into the outdoors. Some of our competition would be organizations such as SPLORE, who believes that everybody, regardless of ability or income, deserves to live life to the fullest and enjoy nature. Other companies that would be considered in our industry aim to help veterans and disabled children, neither of which are in our target demographic.

<http://handinhandoutdoors.com/mission-statement/>

<http://cfimoab.org/mission/>

<http://splore.org/about-us/history/>

Distinguishing Characteristics:

Urban youth are said to have substantially less opportunity for education, employment, and social activities. The Nature alliance strives to redefine underprivileged, by fulfilling the need of social activities through group exploration of nature.

- Demographics: The Nature Alliance strives to help urban youth in the Salt Lake Valley. urban youth is described as children that come from isolated neighborhoods where unemployment and low income families are common.
 - (Nygreen et al., 2006; Outley & Floyd, 2002; Van Velsor & Nilon, 2006)
- Location: Any and all urban youth in the Salt Lake Valley. The Nature alliance will focus on providing access to and from nature within the Salt lake valley and surrounding areas, our back yard has so much to offer why not take full advantage of it.

Size of the primary target market:

The skiing and snowboarding community tend to make more money than the average population, in 2010 it was reported that 92.9% of skiers made upwards of \$50,000 a year, and that 46.1% of that population made over \$100,000 a year. Along with skiing recreating in general is an expensive activity, that not only requires financial resources and transportation, but a commitment of time as well.

Utahs median income for 2013 was \$59,770, this leaves us roughly 50% of the population that fit into our target market, or roughly 1.4 million. Next taking into consideration that we are striving to serve the children within these households, narrowing us down to a staggering 420,000.

number of kids in the valley!!!

How much market share can you gain?

As of right now, we have not discovered a direct competitor with The Nature Alliance. We are hoping to gain 100% of the market share that targets getting youth from low income families out into nature.

Pricing and Gross margin targets:

Gross Profit = Total Revenue - Total Costs of Goods

Our total revenue is going to be heavily reliant on grants and donations. The majority of total cost of goods will consist of programing and providing any means for these programs to take place.

Because our business is not a typical for profit, or product producing entity we fall into a little bit of a grey area as far as profits and margins go.

Like all not for profit organizations The Nature Alliance strives to break even each year. Taking into consideration all operational costs, if there is extra money to go around at the end of the fiscal year, we plan to reinvest for the future of The Nature Alliance.

Competitive analysis:

<u>Nature Alliance</u>	<u>SPLORE</u>
<p><u>Overview:</u> The Nature Alliance aims to help the urban youth explore the outdoors by providing the opportunity to participate in various outdoor activities.</p>	<p><u>Overview:</u> Splore aims to get everyone into nature, regardless of ability or income by taking everyone on adventure trips.</p>
<p><u>Additional Value:</u> The cost to participate in these outdoor activities for the urban youth will be extremely minimal. We plan on teaming up with various outlets to get most of our gear and passes donated. The cheaper we can get our equipment the less we will have to charge our customers.</p>	<p><u>Additional Value:</u> Splore's prices compete with all of the companies in the surrounding area, however if a low income family would like to participate they have the ability to apply for a scholarship.</p>
<p><u>Details:</u> In the Winter urban youth will be able to rent skis, snowboards, snowshoes, etc. and all the gear they need for these activities. In the Summer we will offer mountain bike rentals, backpacking equipment, and any trail maps that are necessary.</p>	<p><u>Details:</u> Splore runs all types of trips from rafting and camping, to climbing and hiking trips. They strongly believe in getting everybody that would like to participate in nature outdoors.</p>
<p><u>Costs:</u> The Nature Alliance will work with other companies in the valley in order to get used products and equipment donated. These companies will be able to donate their products and use it as a tax writeoff for the upcoming year.</p>	<p><u>Costs:</u> Most of the trips and activities are competitive with the market, however Splore is a non-profit and has scholarship funds for families that cannot afford to participate with their income.</p>

Regulatory Restrictions:

Overview: When running a business there are many factors to consider, Utah as a state has many licenses required to run child care, food services, and overnight camps. Below is a list of basic licenses and regulatory organizations, that would pertain to the Nature Alliance.

General Liability Insurance: Running any sort of recreation business requires a substantial amount of liability coverage, the majority of activities associated with the outdoors run

inherent risks. Because of the nature of our business we feel its an absolute must to have liability coverage, although its hard to get an exact quote, our research finds it should cost us anywhere from \$500- \$2000. From a small business standpoint this might be a substantial cost, but if you step back and look at the big picture its well worth it.

Workers Compensation Insurance: Basically this is the same as the Liability insurance but covers our employees, a rough estimate of cost is anywhere from \$500 to \$1500 a year, depending on the size of your organization and the number of employees.

List of possible licenses/Regulatory bodies.

- Child Care Licensing

<http://health.utah.gov/licensing/index.htm>

- Minimum Wage

[Utah Code Ann. §§34-40-103, 34-40-104; Utah Adm. Code R610-1-3, R610-1-4](#)

-Utah Department of environmental quality

<http://www.deq.utah.gov/Admin/siteindex/sitemap.htm#dws>

-Division of Disease control

-Division of Health Promotion

<http://health.utah.gov/els/index.html>

-Department of Administrative services/Licensing

R392. Health, Disease Control and Prevention, Environmental Services Rule,
R392-300. Recreation Camp Sanitation.

R501. Human Services, Administration, Administrative Services, Licensing, Rule R501-8.
Outdoor Youth Programs.

<http://www.acacamps.org/publicpolicy/regulations/utah>

Marketing and PR

Marketing Goals:

1: Website

- S) Have a website that is easy to navigate and well informing of company ideas and motives.
- M) Test the website with children and adults to make sure it is simple enough for all to use and understand.
- A) Websites nowadays are cheaper and pretty much mandatory in today's business world
- R) Constantly update the website on a season to season basis in order to keep up with the different nature activities.
- T) Have the website up and rolling a month before the shop opens in order to start marketing.

2: Razoo

<http://www.razoo.com>

- S) Use razoo in order to help create a fundraiser to earn money to support the company.
- M) Earn \$1000 from razoo in order to have a live fundraiser in Salt Lake City
- A) Follow through and have the fundraiser in order earn funds to get the company off the ground and running.
- R) Invite urban youth to the fundraiser in order to promote the company.
- T) Have the fundraiser 1 season before planning to open the shop.

3: Creating Partnerships

- S) Find trustworthy companies and sponsors that will mutually benefit The Nature Alliance and said company.
- M) Have at least 2 different companies that supply gear to The Nature Alliance.
- A) Gain enough supplies and gear in order to keep up with our customer base.
- R) Get supplies that urban youth will be able to use in the outdoors.
- T) Have supplies ready before The Nature Alliance opens its doors.

STRENGTHS

Provide a service to urban youth who may not venture into the outdoors as often as possible.

Growth of popularity to outdoor activities such as skiing, biking, and hiking.

Currently our market is unsaturated and lacks competition

WEAKNESSES

Relaying the ideas of the company from the urban youth to their guardians.

Getting people into the mountains with low travel costs.

Marketing towards children can be challenging

OPPORTUNITY

Target market is constantly growing.

Low amount of competition in the area (Our competitors could become partners).

Population tends to increase exponentially within our target market

THREATS

Getting people outdoors in the slack seasons, or seasons without much snow.

Losing a sponsor that provides equipment could be detrimental.

Cost increase could lead to problems as far as providing adequate services and equipment.



P's

Product (Service):

- Quality: By creating quality services and exceptional experiences, the kids will help spread through word of mouth not only peer to peer but also through their parental connections.
- Our perception will be based off of the services we provide. Since we do not have an actual product, our image and history is crucial to the future growth of our company.

Price:

- Because we are a non profit, we strive to set our pricing strategy at a very low cost, dependent upon situation and ability to pay.

Promotion:

- Flyers
- Social Media (Website)
 - Blog - tell stories, share photos, increase self image
 - Shareable content
 - Video
 - Engagement
 - Tag volunteers
- Kickstarter/Razoo
 - Market test
 - low risk market interest analysis tool

Place:

- We plan on marketing our product directly at the source, which is at assemblies where the urban youth attend school.

Partnerships:

- The Nature Alliance will rely heavily on the partnerships that we build with the surrounding community.
- Building strong successful partnerships.
 - SMART Goals
 - Established roles and responsibilities
 - Communication
 - Mutual benefits to both parties
 - Credibility and trust of other companies in the area

People:

- The Nature Alliance exists to better the community and to give the gift of nature to everybody. We will rely heavily on our customers to spread the word about our company in order to grow our client base.

Potential Partners

The Nature Alliance is looking for partners that can provide some of the best quality gear and equipment that we will be able to rent to the urban youth that come into our shop. We would love to work with a retailer such as REI because we know that they carry top of the line equipment. They also are heavily involved in getting people into the outdoors and helping the local community. The Nature Alliance will also look to partner with other sporting good stores in the Salt Lake valley that could be of a mutual benefit to both companies. These potential partners have a huge amount of new slightly used and returned equipment because of their no questions asked return policies. We plan on working out some sort of agreement to put this perfectly usable equipment into the hands of urban youth.

Risk Management

<http://www.nolo.com/legal-encyclopedia/insurance-types-for-nonprofits-32393.html>

General Liability Insurance

\$3,500/year gives \$1,000,000 worth of coverage

Property/Renters Insurance

\$2,200/year gives \$350,000 worth of coverage

Auto Insurance

\$150/month with a \$500 deductible gives

Product Liability Insurance

\$800/year gives \$1,000,000 worth of coverage

Professional Liability Insurance

\$3,000/year gives \$1,000,000 worth of coverage

Workers Compensation (5 employees)

\$2,500/year gives \$1,000,000 worth of coverage

*owners of company can exclude themselves in order to keep costs down

EXCEL

Sheet 1- Start up cost

Sheet 2 - Balance sheet/budget

Sheet 3 - 5 year projection

** Save as PRT3440_theNatureAlliance_severson_essig**