



New Enterprise Factory

designing, launching and scaling revenue-generating, mission-driven ventures

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| <p>Introduction & Team <i>We uncover the profit in non-profits. We are entrepreneurs with your mission in mind.</i> Page 1</p> | <p>Engagement Continuum <i>We work with organizations for an hour, a day, a month, or a year or more.</i> Page 2</p> | <p>Revenue Roadmaps <i>This engagement identifies organizational strengths, assets, and revenue opportunities.</i> Page 3</p> | <p>Clients, Cases & Recs <i>For clients small and large, New Enterprise Factory brings innovative thinking and pragmatic solutions</i> Page 4</p> |
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THE NEW ENTERPRISE FACTORY'S MISSION

is to help organizations -- usually non-profits -- take their under-realized assets and turn them into earned revenue. Our team thinks like entrepreneurs while respecting and honoring non-profit missions, perspectives and operational nuances.

Our approach: first understanding your organization, then strategy, then planning, and then driving the revenue. New Enterprise Factory engages to maximize the productivity of existing programs, identify revenue-generating enhancements and extensions, or create new revenue streams from unrecognized or underutilized assets.

With degrees from Harvard and Case Western Reserve, Stephen Brand, EDM, President and Chief Imagination Officer of the New Enterprise Factory, has a unique combination of skills, academic credentials and professional experiences that bring together his expertise in innovation strategy, education experience development, and entrepreneurial coaching. Throughout his career, he has worked on the creation of new ventures in non-profit, large corporate and entrepreneurial settings.



John Marchiony, Vice President, has broad sponsorship and non-profit marketing experience, a passion for great missions, and a unique talent for combining and leveraging assets and organizational relationships.



The New Enterprise Factory team has a history of generating results and revenue through innovative, creative, pragmatic initiatives.

"At the intersection of entrepreneurship and the non-profit sector, Steve Brand stands tall. I'm incredibly impressed with his ability to offer thoughtful insights and practical guidance from his great wealth of academic study and real-life experience. When faced with a big challenge (and these days there are PLENTY!), Steve is one of the very first people I call."

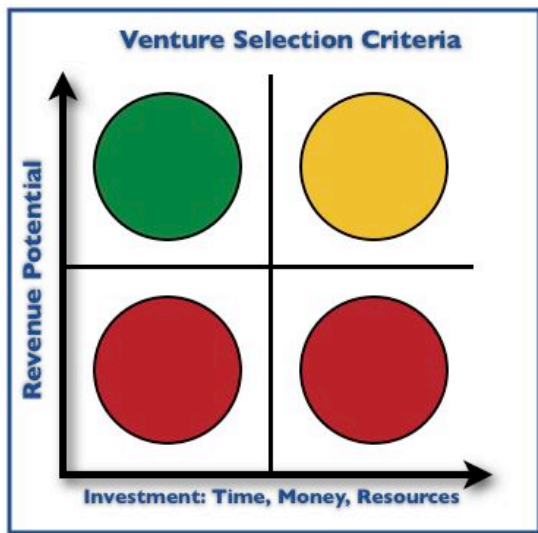
Matt Lehrman
Alliance for Audience

NEW ENTERPRISE FACTORY ENGAGEMENTS

New Enterprise Factory works with organizations to design, launch, and scale revenue-generating ventures.

We help non-profits take their under-realized assets and turn them into earned revenue. Most non-profits have significant assets and brands that can be unleashed to respectfully generate new revenue, sustaining their operations and increasing the future vibrancy of their organizations

We help those who want to be more entrepreneurial in the non-profit sector



to take the leap with those who have the vision and expertise to take the lead. We connect non-profits with business and entrepreneurial thinking, practices and people.

Successful engagements finish in the green circle of ventures with high revenue potential and low investment requirements for time, money and organizational resources.

As President of The National Inventors Hall of Fame, Stephen Brand led the creation of the business model that expanded Camp Invention from a \$100,000 summer camp in Akron, OH to a \$13 million business in 48 states.



As Project Director for The Computer Bowl, John Marchiony leveraged every asset and relationship to generate 30% more revenue and equally large increases in every metric of interest.



REVENUE ROADMAP ENGAGEMENTS

| Engagement Type | Duration | Description & Deliverables |
|-------------------------------|----------|---|
| DriveTime Coaching | 1 Hour | Productive conversations that provide clients with coaching, strategy discussions, idea generation, and optimism about their potential. |
| Entrepreneurial Insights | 1 Day | An intensive consultation engaged with your organization to examine specific issues while identifying revenue and entrepreneurial directions that leverage unrecognized or underutilized assets. |
| Venture Lab | 1 Month | Identifying organizations' key strengths, assets, and opportunities through in-depth interviews and brainstorming with key stakeholders, analysis of your assets, thorough research about your organization and your position in the marketplace. NEF delivers a thorough report and three to five actionable, high-potential venture concepts. |
| Enterprise Launch Engagements | 1 year | In one year, New Enterprise Factory can collaborate with your organization to design, launch and scale a new venture that will generate an appealing return on investment (ROI). |

TYPICAL REVENUE ROADMAP ENGAGEMENT

The Challenge: Non-profits need new earned revenue streams – but sometimes lack internal entrepreneurs or an entrepreneurial culture.

The Pain: Traditional Funds are shrinking. Foundations want to seed efforts.

Organizations want more unrestricted funds. Finding entrepreneurial teams in non-profits is hard. Existing staff cannot free themselves up for new ventures.

The Opportunity: Non-profits have valuable but underutilized assets. Untapped revenue streams have 6- and 7-figure potential. Most of the investment already exists.

Stakeholders already know that opportunities exist. We help them become a reality.

The Result: New unexpected revenues are realized.

Venture Lab:

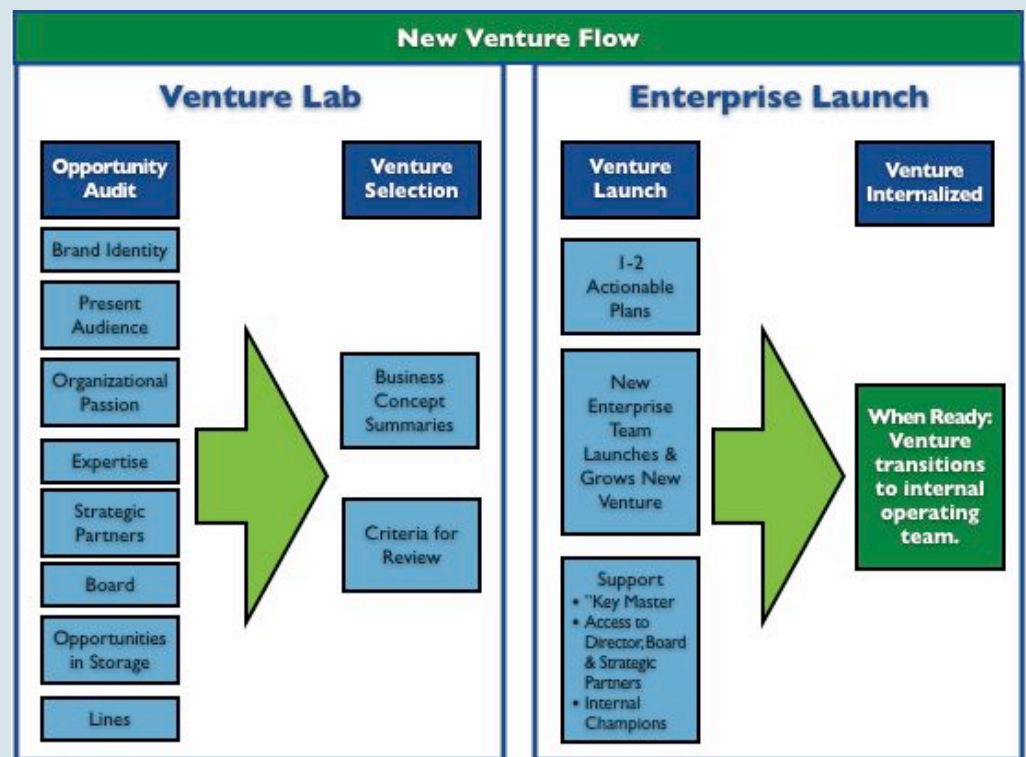
Opportunity Audit: Analyze the organization’s comprehensive assets and develop a new venture strategy suggesting a series of potentially viable new mission-driven revenues.

Venture Selection: The Venture Lab report is presented to organizational stakeholders who then select one or two of most viable and appealing ventures from three to five concepts. New Enterprise Factory develops a strategy to move forward with them from concept to implementation.

Enterprise Launch

Venture Launch: New Enterprise Factory collaborates to develop funding strategies for new ventures and works with the client to launch these efforts.

Venture Internalized: When ventures are predictable and operational, the organization assumes the leadership role in the venture with coaching from New Enterprise Factory.



Client Categories: New Enterprise Factory engages with non-profit and for-profit organizations as clients and strategic partners. We have experienced the strongest impact in three areas:

Museums: community anchors; facilities; educational mission; brand.

Private Schools: strong leaders; community; expertise.

Community Organizations: largest communities; extensive resources

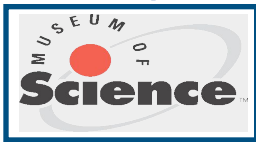
CASE STUDIES, CLIENTS, AND RECOMMENDATIONS

Clients

Some of the most recognizable brands the New Enterprise Factory team members have worked with include:

- Children’s Television Workshop (aka Sesame Workshop)
- Liberty Science Center
- Polaroid
- COSI-Center of Science and Industry
- Museum of Science, Boston
- Syracuse Chamber of Commerce
- Ford Motor Company
- FIRST- For Inspiration and Recognition of Science and Technology
- The Computer Museum
- Hathaway Brown School
- National Inventors Hall of Fame
- WNET, WTTW and WVIZ Public TV

Science-by-Mail



Assets: Brand; Content expertise; Strategic partner network;
Results within 3 Months: 1,500 students – 150 scientists;

Results Within 2 Years: 25,000 students; 2,500 scientists; \$320,000/year revenue plus \$250,000 seed grants from NSF and private donors.

3D Theater



Assets: Existing audience; Long lines; Compelling technology; \$60,000 invested

Results Immediately: Approximately \$900,000 a year; Revenue for over 10 years – over \$8 million.

Fiber Optic for Non-Profits



Assets: Fiber optic network donated to community.
Results Within 6 Months: Secured >\$1 million in contracts for fiber optic connectivity by non-profits by showing them how to use it for mission-driven purposes.

Creative Problem Solving Institute Conference



Assets: Annual conference for 50-year-old organization.

Results Within 5 Months: Generated 33% first-time attendees, 20% international attendees & level total attendance using viral social media marketing and 12-person volunteer blogger team.

Recommendations

Roy Shafer, Former CEO, COSI

“He brings an enormous passion for doing really ground breaking work with significant intellect, insight and innovation.”

Doug Kohl, President/CEO, Akron Area YMCA

“Stephen is one of the most innovative and creative people I’ve worked with. His energy is always high and he believes all things are possible and is willing to work to find a way. A very small percent of people have the visionary personality trait. Stephen is one of them.”

David Akers, Celeritas Limited

Stephen is a walking, talking, real life innovator. He excels at asking thoughtful and penetrating questions; challenging himself and those around him to view and assess situations from a range of perspectives; and developing totally unique, powerful, and exciting visions for what is possible. Even better, he then develops the implementable path to achieve that vision.

Marilyn Hoyt, Former President and CEO, New York Hall of Science

“Skills in identifying standard business methods and practices which can be applied in non-profit/non-capitalized settings (this is really valuable – McKinsey and others are not skilled at this).

“Deep tropism toward networking with professionals across disciplines and industries, making you a “go to” resource for out-of-the box thinking, or unusual connections.”

Ebie Holst, Consultant, OneCommunity

Stephen is a pleasure and an inspiration to work with -- he leverages an ability to assess organizational goals and surrounding market contexts into strategic roadmaps that are not only creative but uniquely pragmatic. Stephen's gifts for identifying untapped revenue streams, paving new market frontiers and mapping implementation into do-able increments combine to inspire teams to excellence and accelerated market growth.