NTIA Pre-Event Workshop

“Developing Successful BTOP Proposals to Close the Digital Divide in Minority Communities”

Sunday, January 31, 2010 – San Antonio, TX
Thursday, February 4, 2010 - Detroit, MI
Thursday, February 11, 2010 - Atlanta, GA

Presented by
Helen R. Foster, JD
Director, Research & Development

Ty Austin
Director, Strategic Initiatives

DelACCESS CONSORTIUM

“Members collaborating to generate revenue & control costs”
Introduction

• Today’s Workshop Purpose:
  – *Gain insights from us & others in today’s audience with experience* on how to develop a successful BTOP proposal via:
    • Partnering: Lead and Sub-recipients
    • IT Tools: Budget Narrative
    • Project Visioning
  – Get to know each other
Introduction

• Today’s Workshop Purpose:
  – No details on Round 2 Application Procedures in NOFA
  • Those will be covered during tomorrow’s main event
  – Disclaimer: Our views are not necessarily those of NTIA

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<tr>
<th>Workshop Agenda</th>
<th>Coffee/Registration</th>
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<td>8:00 a.m. – 8:45 a.m.</td>
<td>Opening Remarks</td>
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<td>8:45 a.m. – 9:45 a.m.</td>
<td>Welcome &amp; Introduction</td>
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<td>9:45 a.m. – 10:00 a.m.</td>
<td>Keynote</td>
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### NOFA

<table>
<thead>
<tr>
<th>BTOP TRACK</th>
<th>BIP TRACK</th>
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<tr>
<td>BTOP Policy Review</td>
<td>BIP NOFA Review</td>
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<td>10:00 a.m. – 11:00 a.m.</td>
<td>BIP Application: Technical Review</td>
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<td>Elements of a Successful Application</td>
<td>BIP Mapping</td>
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<td>11:00 a.m. – 12:30 p.m.</td>
<td>10:00 a.m. – 12:00 noon</td>
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<tr>
<td>12:30 noon – 1:30 p.m.—Lunch</td>
<td>12:00 p.m. – 1:30 p.m.—Lunch</td>
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<tr>
<td>Compliance</td>
<td>BIP Application: Financial Review</td>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td>BIP EZ Grants Review</td>
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<tr>
<td>Technical Support: Submitting Your Application</td>
<td>1:30 p.m. – 4:15 p.m.</td>
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<td>3:00 p.m. – 4:00 p.m.</td>
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<td>4:00 p.m. – 4:15 p.m.—Break</td>
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<tr>
<td>Overview of Broadband Technology and Licensed Spectrum—FCC</td>
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<tr>
<td>4:15 p.m. – 5:00 p.m.</td>
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Introduction

- Workshop Benefits:
  - Help you become more efficient when working with current and new partners
  - Make new friends
  - Reconnect with old friends
  - Help you focus for tomorrow’s event to:
    - Be a lead applicant; or
    - Seek a partnership with a lead applicant
Introduction

• Our experience:
  – Successfully won a “TOP” grant award via partnerships with:
    • State & Local Governments
    • Large & Small Companies
    • Universities & Colleges
    • Community-based Organizations

- DelACCESS facilitates collaboration between our members to generate revenue and control costs
From the Metro Wilmington Urban League (MWUL) & Delaware Technology Park (DTP)
To... DelACCESS Consortium

2001 – 2003: MWUL & DTP
2004 – 2007: DX-CEEDS
2008 – Present: DelACCESS

6,000+ RFXs from 200+ organizations in DE, MD, NJ, PA

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>%</th>
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<tbody>
<tr>
<td>State Agencies</td>
<td>30.1%</td>
</tr>
<tr>
<td>Counties</td>
<td>28.8%</td>
</tr>
<tr>
<td>Cities</td>
<td>22.2%</td>
</tr>
<tr>
<td>School Districts</td>
<td>10.2%</td>
</tr>
<tr>
<td>Non-Profits</td>
<td>4.5%</td>
</tr>
<tr>
<td>Universities or Colleges</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
"Members collaborating to generate revenue & control costs"

Operating Model

1. Research

2. Grants, Spend Analyses, Strategic Sourcing & Cooperative Purchasing

3. Strategic Sourcing & Supplier Development Forums

DelEXCHANGE
Agenda

3:15-4:00pm
Us: 1. Strategic Partnering
You: Please share your partnering experiences

4:00 – 4:45pm
Us: 2. Technology Tips to Prepare Your Application
You: Please share your partnering experiences

4:45 – 5:15pm
Us: 3. Tools for Developing a Vision for Your Project
You: Please share your partnering experiences
How do these 3 agenda segments connect to NOFA 2?

1. Strategic Partnering
2. Technology Tips to Prepare Your Application
3. Tools for Developing a Vision for Your Project

I. Overview: Describes the broadband initiatives in the Recovery Act, the first round of funding, and an overview of the next round of funding.

II. Funding Opportunity Description: Provides a more thorough description of BTOP and the funding priorities.

III. Definitions: Sets forth the key statutory terms and other terms used in BTOP.

IV. Award Information: Describes funding availability, grant terms, as applicable, and other award information.

* V. Eligibility Information and General Program Requirements: Establishes eligibility criteria, eligible and ineligible costs, and general program requirements.

* VI. Application and Submission Information: Provides information regarding how to apply, application materials, and the application process.

* VII. Application Review Information: Establishes the evaluation criteria for application review.

VIII. Anticipated Announcement and Award Dates: Identifies the initial announcement date for certain awards and provides other information regarding BTOP.

IX. Award Administration Information: Provides award notice information, administrative and national policy requirements, terms and conditions, and other reporting requirements for award recipients.

X. Other Information: Sets forth guidance on funding, compliance with various laws, confidentiality, discretionary awards, and authorized signatures
1. Strategic Partnering
Keys to Success

A. “Partnering Tips” Lists

B. Focus on your best, most successful "existing" business relationships
1. Strategic Partnering Keys to Success

**NOFA 2**

~Page 30

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**A. Eligible Entities**

The following entities are eligible to apply for funding:

a. States, local governments, or any agency, subdivision, instrumentality, or political subdivision thereof;

b. The District of Columbia;

c. A territory or possession of the United States;

d. An Indian tribe (as defined in Section 4 of the Indian Self-Determination and Education Assistance Act (25 U.S.C. § 450b));

e. A native Hawaiian organization;

f. A non-profit foundation, a non-profit corporation, a non-profit institution, or a non-profit association;

g. Other non-profit entities;

h. For-profit corporations;

i. Limited liability companies; and

j. Cooperative or mutual organizations.
1. Strategic Partnering Keys to Success

A. “Partnering Tips” from:
1. Strategic Partnering
Keys to Success

A. “Partnering Tips” from NTIA & RUS

For the second round of program funding, NTIA and RUS have launched 
**BroadbandMatch**, a new online tool to facilitate **voluntary partnerships** among prospective applicants to the agencies’ broadband grant and loan programs.

*Find partners for broadband projects*
*Helping you combine expertise*
*Create stronger proposals*

http://match.broadbandusa.gov
1. Strategic Partnering Keys to Success

A. Other “Partnering Tips” from: “Strategic Alliances“
Prepared by Stephen Boykin
Office of Legislative, Education and Intergovernmental Affairs
October 2009
1. Strategic Partnering
Keys to Success
A. Other “Partnering Tips” from:

http://web.sba.gov/subnet/search
1. Strategic Partnering  Keys to Success

B. Focus on your best, most successful “Existing Business” Relationships with: **Customers AND Vendors**

**For Profits: Focus on your 1 or 2 “best” public sector clients/customers**

**Public Sector Entities: Focus on your 1 or 2 “best” vendors/suppliers**
1. Strategic Partnering

Keys to Success

...then “Focus on the top”

...to *get executive buy-in from your partner* to either be the lead with 1 or more strong partners or be a sub-recipient/partner when the other organization is the lead.
1. Strategic Partnering Keys to Success

MOUs are important

Metropolitan Wilmington Urban League and Delaware Technology Park, Inc.
Joint Project Description and Understanding

The purpose of this letter is to document the discussions and outline the understanding between the Metropolitan Wilmington Urban League (hereinafter referred to as "MWUL"), a 501c3 non-profit organization and Delaware Technology Park (hereinafter referred to as "DTP"), a 501c3 non-profit organization. It is understood that the parties will co-develop a web-based service that includes a business-to-business directory, a procurement opportunity matching service, and an environment that promotes events to the small business and entrepreneurial community.

The MWUL is undertaking this project in support of its economic development strategic plan to: 1) identify and profile minority businesses in Delaware, 2) develop an interactive database that would assist in profiling all small businesses, while at the same time making it easier to identify minority-owned business by procurement managers within government and commercial entities; and 3) promote events that encourage networking between the minority and broader business communities. This project will seek to enhance the value of the current MWUL web project by providing seamless database connectivity to the MWUL Affiliate web site. The MWUL Affiliate web site is designed to primarily benefit its members, other supporters and the general public in a way that would be broader in scope than the DExchange target business community. The DTP is undertaking this project in support of its economic development mission to provide information technology leadership to government, private industry and academia throughout the State of Delaware.

This project is essential to further the mission of the MWUL in that it will provide a much needed service to both the minority and broader small business communities in a way that will allow the MWUL to focus on its core organizational strength, advocacy. MWUL has determined that this project cannot be done as effectively without the participation of the DTP because its staffing and operating structure are not organized to lead and manage the information technology management and programming personnel required for such a project.
1. Strategic Partnering Keys to Success

MOUs are important

| 2004 DelEXCHANGE **Buyer Partners:** |
| Government & Corporations with more than 100 employees: |
| • MBNA (BofA) – Purchasing Dept. |
| • State Agency - Dept. Admin. Serv. |

| 2004 DelEXCHANGE **Suppliers Partners:** |
| Small businesses with 100 or less employees: |
| • Construction Firms: |
|   • Primes & Subs |
| • IT Companies: |
|   • System Integrators to consultants |

| 2004 DelEXCHANGE **Marketing Partners:** |
| Economic Development Organizations |
| • A University-related Research Park (DTP) |
| • An affiliate of the NUL (MWUL) |
| • DE Small Business Development Center |
| • DE Chamber of Commerce |
| • NAWBO |
| • MSDC-PA-NJ-DE |
| • First State Community Loan Fund |
1. Strategic Partnering Keys to Success

MOUs are important

1. Why?,
2. Roles,
3. Responsibilities,
4. Financial Terms,
5. Primary Contact,
6. Confidentiality,
7. Term,
8. Dispute Resolution
9. Both Executive Signatures
1. Strategic Partnering Keys to Success

MOUs are important - *Sustainability*

**2010 DelACCESS Core Members:**

*Only Government, Academic & 501c3*

• State Agencies:  
  DE OMB: GSS & OMWBE  
• County - New Castle County  
• University – DE State University (HBCU)  
• 501c3 University-related Research Park: Delaware Technology Park (DTP)  
organization affiliated with University of Delaware

**2010 DelACCESS Associate Members:**

*Only For-Profit Companies*

• Lockheed Martin (SBIR-Focus)  
• Businesses: Small, Mid-Sized  
  • Construction Firms:  
    • Primes  
    • Subs  
  • IT Companies:  
    • System Integrators to consultants

**2010 DelACCESS Partners:**

• DE Small Business Development Center  
• DE Chamber of Commerce  
• Select Greater Philadelphia  
  • PA, DE, NJ Counties  
  • Philadelphia Chamber of Commerce
In June 2009, DelACCESS partnered with a national research center (Insight) that identifies best practices in the area of public sector supplier diversity and linking it to small business programs.

50-state study
Inclusive Business Initiative
Reports available at: www.insightcced.org

Selected counties (~42 of 3,100) study
Small Business Development Initiatives
Reports available at: www.delaccess.org

Example:
New Castle County, DE
Top 10% in county size nationwide: ~#120
(pop. 529,000 - 2008 est.)

DE is 45th state size
(pop. 885,000 - 2009 est.)
2002 US Census
New Castle County
Procurement-based Small Business Development Strategies

Using Nationwide Best Practices

Research

December, 2009

Implementation Leaders

Yvonne A. Gordon,
Chief of Administrative Services

Mike Svaby,
Acting General Manager, Special Services

With the Research and Development Support of

In Partnership With

DelACCESS Consortium

Strategic Sourcing

Supplier Scorecard & Performance Management

Supplier Registration & Directory

Online Technology Tools

Spend Database

2nd Tier Reporting System

Bid Opportunity Postings

Selection & Tracking

Monitoring & Compliance

Evaluation & Reporting

For more information go to:

http://www.delaccess.org/sbdm

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1. Strategic Partnering
Keys to Success

**Please Share Your Experiences**

*(Remember to Stand... start with a brief intro: Your name & organization please)*
2. Using Technology to Collaborate and Prepare Your Application

A. Overview
- Applying via BTOP website (to open ~2/16...”TAWK”)
- Keep your best technology-proficient exec admin very close
- Key software programs: (PC or Mac)
  Word Processing, Spreadsheet, Graphics, Intranet

B. The SF 424 and Budget Narrative Tips by Project Types:
- Comprehensive Community Infrastructure (CCI)
- Public Computing Centers (PCC)
- Sustainable Broadband Adoption (SBA)
2. Using Technology to Collaborate and Prepare Your Application

A. Overview: Key software programs: (PC or Mac)

We use what most people use: *MSOffice, plus Adobe*

1) Word Processing - Word

2) Spreadsheet - Excel

3) Graphics - Visio

4) Adobe Reader
   Adobe Acrobat Professional – Combine output from each

5) Intranet (LAN) / Extranet (WAN/Internet)
2. Using Technology to Collaborate and Prepare Your Application

B. BTOP Funds Available by Project Type:

1) Comprehensive Community Infrastructure (CCI)
   $2.4B: $5M - $150M
   500 to 15,000 awards?

2) Public Computing Centers (PCC)
   $150M: $500K - $15M
   10 to 300 awards?

3) Sustainable Broadband Adoption (SBA)
   $100M: $500K - $15M
   7 to 200 awards?
2. Using Technology to Collaborate and Prepare Your Application

B. Evaluation Criteria by Project Type:

All have same point weights:
1) Purpose: 20 points  
2) Benefits: 20 points  
3) Viability: 30 points  
4) Budget & Sustainability: 30 points

However, each project type has different scoring sub-criteria elements, as on pages 57 – 70 of NOFA 2:

- CCI: pages ~57 – 63
- PCC: pages ~63 – 66
- SBA: pages ~66 - 70
2. Using Technology to Collaborate and Prepare Your Application

B. The SF 424, etc. (Adobe PDF)
Make sure you download latest free version of “Adobe Reader” (9.x) www.adobe.com
2. Using Technology to Collaborate and Prepare Your Application

B. Project Purpose Tips (20 Points) - MS Word 2003/2007 (2010?)

DelEXCHANGE - 2004 Technology Opportunity Program Grant Application

A Non-profit Project Led by DX-CEEDS, Inc.
A Community-owned Partnership Co-founded by
The Metropolitan Wilmington Urban League and Delaware Technology Park

EXECUTIVE SUMMARY

Historically, many minority-owned and women-owned business enterprises (MBEs and WBEs) have struggled to compete in mainstream business environments throughout the United States. Within the state of Delaware, among the variables contributing to this lack of competitive edge, three seem to be the most intractable:

- An inability to efficiently access local information concerning procurement opportunities in the private or public sectors.
- No comprehensive or uniform planning efforts on the part of local economic development organizations to assist M/WBEs through quality training, education and networking activities.
- The absence of a cohesive strategy in the state of Delaware to assist Delaware-based M/WBEs in terms of access to local and federal government contracting opportunities.

These factors have contributed significantly to the limited success that many Delaware M/WBEs have had in securing contracts with the government.

DelACCESS Consortium -
www.delaccess.org
2. Using Technology to Collaborate and Prepare Your Application

B. Project Purpose Tips (20 Points) - MS Visio 2003/2007 (2010?)

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<td>Appendix 1-B: Center for Women’s Business Research, Women-Owned Businesses in Delaware, 2002</td>
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<td>Appendix 1-C: Center for Women’s Business Research, African-American Women-Owned Businesses in Delaware</td>
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<td>Appendix 1-D: DelEXCHANGE Cluster-based Economic Development Framework</td>
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<td>Appendix 1-E: DelEXCHANGE Education Services Strategy</td>
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<td>Appendix 1-F: DelEXCHANGE B-2-B Exchange &amp; Business Events System</td>
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<td>Appendix 1-G: DelEXCHANGE Employment Services Strategy</td>
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<td>Appendix 1-H: Selected DelEXCHANGE Marketing Partner Agreements: NAWBO-Delaware, MSDC PA-NJ-DE, First State Community Loan Fund</td>
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<td>Appendix 1-I: DelEXCHANGE Target Buyer Partners</td>
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<td>Appendix 2-B: MWUL and DTP 2001 DelEXCHANGE Joint Project Agreement</td>
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<th>Appendix 3: COMMUNITY INVOLVEMENT</th>
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<td>Appendix 3-B: State of Delaware, Department of Administrative Services Support Letter</td>
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<td>Appendix 3-C: DelEXCHANGE Supplier Orientation Feedback Forms</td>
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<td>Appendix 5-A: Applicant Qualifications - DX-CEEDS By-Laws (Page 1)</td>
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<td>Appendix 5-B: Applicant Qualifications – Select Bios</td>
<td>24</td>
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<td>Appendix 5-C: Project Timeline</td>
<td>25</td>
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<tr>
<td>Appendix 5-D: Dissemination Strategy</td>
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<tr>
<td>Appendix 5-E: Dissemination Strategy – National Urban League Affiliate Confidentiality Interest Agreements</td>
<td>26</td>
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</table>
2. Using Technology to Collaborate and Prepare Your Application

B. Project Purpose Tips (20 Points) - MS Visio 2003/2007 (2010?)

**DeiEXCHANGE Cluster-based Economic Development Framework**

<table>
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<tr>
<th>DeiEXCHANGE Marketing Partners</th>
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<tr>
<td>Prospective DeiEXCHANGE Suppliers are contacted through:</td>
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<tr>
<td>• MWUL &amp; PA-NJ-DE MSDC (Minority focus)</td>
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<tr>
<td>• NAWBO-Delaware Chapter &amp; WBE/NCE (Women focus)</td>
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<tr>
<td>• DE Small Business Development Center</td>
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<td>• DE State Chamber of Commerce</td>
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<tr>
<td>• First State Community Loan Fund</td>
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<thead>
<tr>
<th>DeiEXCHANGE Suppliers</th>
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<tbody>
<tr>
<td>Entrepreneurs and Small Business Owners, inclusive of Minority &amp; Women owned firms get market exposure &amp; receive Requests for Proposals, Quotes and Information (RFXs)</td>
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</table>

<table>
<thead>
<tr>
<th>DeiEXCHANGE Supplier/Buyer Surveys</th>
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</thead>
<tbody>
<tr>
<td>• RFXs Submitted/Received</td>
</tr>
<tr>
<td>• Contracts Won or Lost</td>
</tr>
<tr>
<td>• Jobs Retained</td>
</tr>
<tr>
<td>• New Jobs Created</td>
</tr>
<tr>
<td>• Hiring Projections</td>
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<thead>
<tr>
<th>(1) DeiEXCHANGE Education Services</th>
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<tbody>
<tr>
<td>Supplier and Buyer Orientations, Trainings, Education and Networking Support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(2) DeiEXCHANGE System</th>
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<tbody>
<tr>
<td>Delaware-based Business-to-Business Exchange and Business Events Facility accessible via <a href="http://www.deiexchange.org">www.deiexchange.org</a> with Wireless Capabilities</td>
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<tr>
<th>(3) DeiEXCHANGE Employment Services</th>
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<tbody>
<tr>
<td>Recruiting Events to assist Suppliers that win new contracts to identify &amp; hire employees</td>
</tr>
</tbody>
</table>

DeiEXCHANGE Buyer Partners

DeiEXCHANGE Buyers

DeiEXCHANGE Financing Partners

First State Community Loan Fund, and other CRA supported financing institutions provide equity and debt financing in support of new jobs created.

Department of Commerce - NTIA - 2004 Technology Opportunities Program (TOP) Grant - Appendix 1-D: Page 5

2/11/2010

DelACCESS Consortium - www.delaccess.org
2. Using Technology to Collaborate and Prepare Your Application

B. The *Budget Narrative* Tips

**MS Excel 2003 or 2007 (2010?)**

*Budget & Sustainability: 30 points*

- Use Templates & Macros
### DeIEXCHANGE Budget Narrative

<table>
<thead>
<tr>
<th>Category</th>
<th>Description of Budget Item</th>
<th>Federal</th>
<th>Matching</th>
<th>Program Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td><strong>General Office Supplies.</strong> Paper, pens and pencils, computer disks, laser printer cartridges, staplers, file folders, etc. are estimated at $1,000 per year for a total of $3,000.</td>
<td>$500</td>
<td>$2,500</td>
<td></td>
<td>$3,000</td>
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<td></td>
<td><strong>Laptop Computers.</strong> Thirty-three (33) laptop computers will be acquired to support the DeIEXCHANGE Buyer and Supplier Education Services Strategy. Twelve laptops will be for attendees, and 1 for the Education Coordinator at each of the 3 primary education facilities in Wilmington, Newark and Dover. These laptops will use wireless technology to connect with the internet ready local area network at each facility. Each laptop will be configured with 512MB of RAM, a 2.4GHz processor, 100GB hard drive, Wireless LAN Adapter, Windows XP and MSOfficeXP software and will cost $1,500 each.</td>
<td>$20,250</td>
<td>$29,250</td>
<td></td>
<td>$49,500</td>
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<tr>
<td></td>
<td><strong>LCD Projectors.</strong> Three (3) portable LCD projectors will be used by the Education Coordinators, and periodically by the Project Director and Project Coordinator for Marketing and Buyer Partner presentations. The LCD Projector costs are estimated to be $2,000 each, for a total project cost of $6,000.</td>
<td>$3,000</td>
<td>$3,000</td>
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<td>$6,000</td>
</tr>
<tr>
<td>Outreach</td>
<td><strong>Outreach.</strong> DeIEXCHANGE Marketing Partners will be requested to mail, e-mail or fax a letter to their Delaware-based members, clients and vendors, similar to the MBNA Vendor Letter in the Appendix. It is estimated that each Marketing Partner will have an average of 2,500 Delaware small business members or clients with some overlapping multiple organizations. The Marketing Partners are likely to include references to DeIEXCHANGE in multiple mailings, e-mails or faxes that they already have budgeted. So for purposes of this budget, we are using an estimated average cost of $1.33 per member or client contacted via any combination of direct communication pieces. Therefore the in-kind cost of these annual communications from the six Marketing Partners, MDBC-PA-NJ-DE, NAWBO-Delaware, Delaware Small Business Development Center, First State Community Loan Fund, Metropolitan Wilmington Urban League and Delaware State Chamber of Commerce is projected to be 5 x 2,500 = 15,000 x 1.33 = $20,000 per year x 3 years for a total of $60,000.</td>
<td></td>
<td>$60,000</td>
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<tr>
<td>Workstation</td>
<td><strong>Workstation.</strong> One (1) personal computer will be installed at the Delaware Technology Park to be used by the Executive Admin Assistant. The computer will be configured with 512MB of RAM, a 2.4GHz processor, 100GB hard drive, Wireless LAN Adapter, Windows XP and MSOfficeXP software and will cost $2,000.</td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
<td>$2,000</td>
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</tbody>
</table>
2. Using Technology to Collaborate and Prepare Your Application

B. Collaboration Tools – Intranets: Microsoft, Cisco-WebEx, etc.
2. Using Technology to Collaborate and Prepare Your Application

B. Collaboration Tools – Intranets: Microsoft, Cisco-WebEx, etc.

To learn more go to: http://www.delaccess.org/webex
2. Using Technology to Collaborate and Prepare Your Application

Please

Share

Your Experiences

(Remember to stand...start with a brief intro: Your name & organization please)
3. Your Project’s Vision

Is Your Approach to Innovation:
Closed or Open? (Henry Chesbrough)

Old Approach: Closed innovation says successful innovation requires control of idea generation.

New Approach: Open Innovation says that “knowledge” is not proprietary to the organization, it resides in employees, suppliers, customers, competitors, and universities.
3. Your Project’s Vision

Use the knowledge you have inside or someone else will.

Innovation has shifted from being “closed” to being “open”...
3. Your Project’s Vision

...so learning & embracing partnering is a key attitude & skill to bring to your project’s vision.
3. What is Your Project’s Vision?

a) Visioning Resources

b) “Cover Story” from Idealist.org

c) “Business Model Generation”

d) MindTV.org

e) Visionaries.org
3. What is Your Project’s Vision?

a) Visioning Resources (Source: http://www.e-lead.org/resources/resources.asp?ResourceId=19)

A Visioning Process for Designing Responsive Schools: Written by a professor of architecture, this online handbook emphasizes the need for brainstorming, collaborating, and problem solving in designing a responsive school. While his primary focus is on the literal design process of the physical space, it serves as an apt metaphor for the collaborative visioning process required to create a cohesive learning environment.

Creating a Vision: This phenomenal toolkit for educators includes steps toward creating a vision. This website describes the key components and benefits of visioning, as well as the pitfalls. (From The National School Board Association)

Creating New Visions for Schools: This book includes seven activities that foster reflection and focused action. The activities help all involved form concrete images of a learning-centered school, align the vision and mission, and develop plans for action. (From The Designing Schools for Enhanced Learning Initiative at the Regional Laboratory for Educational Improvement of the Northeast and Islands)

Serve Leaders Institute: The Serve Leaders Institute provides information to help novices facilitate visioning meetings. Specifically, this website teaches novices the process of visioning through a series of mini-lessons. These lessons include activities in the following areas: developing leadership, focus questions, personal values, gap analysis, symbolic leadership, and implementing your vision.
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b) “Cover Story” from Idealist.org

This is a basic 2 hour workshop outline:

1) Introduction to exercise and scenario sugg. time 10 mins
2) Explain process and roles suggested time 5 minutes
3) Silent Brainstorming suggested time 10 minutes
4) Group Determine Focus suggested time 15 minutes
5) Group work on rest of Cover Story sugg. time 40 mins
6) Hear from Process Observer suggested time 10 minutes
7) Have group finish poster suggested time 10 minutes
8) Convene for Gallery Walk and Wrap sugg. time 20 mins
3. What is Your Project’s Vision?

c) “Business Model Generation”
Alexander Osterwalder, Ph.D, and Professor Yves Pigneur, Ph.D

www.businessmodelgeneration.com

Methodology Practiced By:

Change the way you think about business models

Co-created by 470 strategy practitioners

An innovative book publishing business model
3. What is Your Project’s Vision?

c) “Business Model Generation”

A customized Business Model PowerPoint Template for NTIA’s BTOP Applicants has been adapted by DelACCESS Consortium

A “Project-based Business Model” Template
A project’s business model describes the value an organization offers to various customers and portrays the capabilities and partners required for creating, marketing, and delivering this value and relationship capital with the goal of generating sustainable income streams.
3. What is Your Project’s Vision?

http://www.mindtv.org/
3. What is Your Project’s Vision?

Visionaries - Changing the World One Story at a Time

http://www.visionaries.org/
3. What is Your Project’s Vision?

Please Share Your Experiences

(Remember to stand...start with a brief intro: Your name & organization please)
Wrap-Up

Are there any other experiences you’re willing to share?

(Start with a brief intro: Your name & organization please)
Please provide us your feedback by filling out the session evaluation form.

Drop form in the basket in the back or near the registration desk.
Thank You!

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