

From: Graham Stanley <graham.stanley@cf-sn.ca>
Sent: Friday, September 21, 2018 5:38 PM
To: Engages-Mobilisation (WD/DEO) <wd.engages-mobilisation.deo@canada.ca>
Subject: Ideas To Market Plan

Hi,

I've been encouraged to send ideas that may be considered for Western Canada.

This is a pilot by Community Futures Stuart Nechako that could be expanded throughout the Community Futures system.

The strategy is encouragement of the development of cottage industry clusters..

Cheers,

Graham

Graham Stanley
General Manager

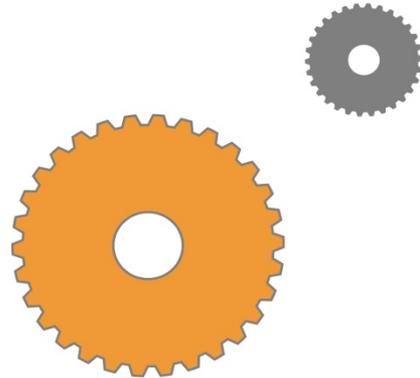


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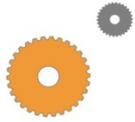
If you have received this communication in error, please notify Community Futures Stuart Nechako immediately by email at:

graham.stanley@cf-sn.ca, Thank you.



Ideas To Market

A Self –Financing Community
Development Tool



Ideas To Market

- A system to take an idea from the community and bring it to market employing local manufacturing and distribution.



Ideas To Market

Ideas / Designs earn royalties through the Plan.

Average royalty estimated to be 5% of unit price.

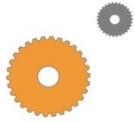


Ideas To Market

Objectives of Plan:

Create new opportunities for cottage industry development through the development of a community product catalogue.

Provide opportunities for additional income through the development of ideas, innovations and designs that become commercially viable.



Ideas To Market

Pricing Guide:

This is an example of breakdown of sale price of an item with a unit price of \$1000.00

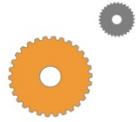
Unit Price of Item	\$1000
Less:	
Royalty payout (5%)	\$ 50.
Royalty to Plan (5%)	\$ 50.
Finance Charge (5%) (optional)	\$ 50.
Marketing (35%)	\$ 350.
Manufacturing (50%)	\$ 500.
Total	\$ 1,000.



Ideas To Market

Finance Charges:

This refers to product financing of work in progress on confirmed orders. Inventory financing will be handled on a deal by deal basis.



Ideas To Market

How will the Ideas to Market Plan use crowdfunding as a community development tool to bring new ideas to life?

1. Community involvement in product validation and investment
2. Community involvement in local manufacturing and distribution.



Ideas To Market

An Example of a product investment opportunity:

An idea comes forward to build a small equipment attachment with a unit price of \$1000.

It will cost \$10,000 to get the product to Market.

The Idea Person agrees to split their royalties 50 /50 with the community investors. He issues a pitch for \$ 10,000 with the payback being a share in the royalty. He needs 20 Backers @ \$500 / each.

The Backers would split \$25 / unit sold. That makes a \$500 investment earn \$1.00 / unit.

If the product had a commercial life of 5000 units over 5 years, the investor would realize \$5000 on his investment...All in his own community...

Ever wonder:
How did *that*
IDEA
get to
MARKET?

FIND OUT



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The ITMNechako concept is to create the ability to take an idea for a product and put it to an online market.

This is a cluster development initiative which is designed to lead to the establishment of:

- Manufacturing clusters formed around products as projects.
- Establishment of community investment as a viable form of entrepreneurial finance.
- A royalty scheme that gives an idea person a chance to make a steady return on their idea.
- A campaign supporting the concept of local manufacturing.
- A flexible plan that will serve the needs of the many.

Here is an example of how the distribution of funds might be set up on the sale of a product:

Sale Price of item:	\$1000.00
Royalty payout = 5%	\$50.00
Royalty to Plan = 5%	\$50.00
Finance Charge = 5%	\$50.00
Marketing = 35%	\$350.00
Maker = 50%	\$500.00

Let's put your
IDEAS TO MARKET



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