

Renaissance Entrepreneurship Center

1. Addendum to Strategic Plan – Growth Goals 2012 - 2015

Renaissance is committed to continually expanding our Scale through expansion of portfolio services, new populations and new geographies.

Expansion of portfolio of services:

- **Introduce Business Growth Services:** Renaissance is best known for our work helping women and men to start and grow their business. This new business acceleration initiative will be developed for clients who have completed our business planning classes and other services, have launched their businesses and can benefit from intensive business growth services to assist them in scaling their own operations, expanding their marketing reach, increasing their revenues and ultimately retaining and creating new jobs. Services will include a series of advanced business training (such as advanced finance, marketing and operations), facilitated business support groups, one on one mentoring provided by successful Renaissance graduates and industry expert volunteers, and highly specialized intensive business consulting.
- **Establish a Food Entrepreneurship Program:** Renaissance's new facility in San Rafael includes a Commercial Kitchen that will be used as a training and operations facility for new entrepreneurs. The Kitchen may also be used to generate income by renting it to established commercial food businesses and for certification trainings such as food safety trainings for restaurant employees.
- **Create Renaissance Alumni Program:** Renaissance seeks to further engage our graduates by creating a Renaissance Alumni program. Using a college or university alumni program as a model, the Renaissance program would provide facilitated networking, shared services such access to insurance, and group purchasing opportunities as well as the creation of an alumni scholarship fund to support new clients. Alumni would pay membership fees.

Populations/Geographies

- **Expand Renaissance Online Training Program:** Currently Renaissance's Online Training program is a facilitated basic business class for emerging entrepreneurs. Our goal is twofold: 1) expand outreach for the existing program to serve new populations including persons with disabilities and veterans, and 2) utilize our existing platform to translate and offer the program in Spanish, offer a short (2 session) introductory class modeled after our existing Start Smart class, and introduce a series of market rate advanced for existing businesses (i.e the general population of existing businesses). In addition, Renaissance seeks to explore opportunities to provide this program (for a fee) internationally.
- **Advance Renaissance Services in Oakland, CA:** Although approximately 30% of Renaissance South of Market clients are from Oakland, given the size of the Oakland population and the critical need for economic development, Renaissance seeks to expand our services to provide Oakland based training and possibly an Oakland based facility to include business incubation.

2. Capital Requirements (estimated) for growth services:

Introduce Business Growth Services: \$250,000/year for staffing, consultants, program expenses and curriculum development

Establish a Food Entrepreneurship Program: \$200,000 for staffing, consulting, utilities, and materials. Major kitchen equipment is already in place

Create Renaissance Alumni Program: \$75,000 for dedicated staff time and outreach

Expand Renaissance Online program: \$250,000 for curriculum development, training, consultants and outreach for expansion of existing program and additional introductory training, and an additional \$150,000 to develop advanced workshops.

Advance Renaissance Services in Oakland, CA: \$150,000 for training classes; \$500,000 - \$750,000/year to establish a new facility

3. Contingency

Renaissance will remain fiscally conservative and will secure necessary funding prior to undertaking new Scale Strategies. With the exception of our facilities expansion in to Oakland, all programs will be offered in existing locations. The primary costs are for staff and consultants who would be hired once funding is secured.