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TO: Bulldog Business Bowl Committee  
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FROM: Global Outreach Initiative (GO!)  
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SUBJECT: The Citadel "Bulldog Business Bowl" Business Plan Competition

DATE: October 24, 2014

### **INTRODUCTION**

Global Outreach Initiative (GO!) is a nonprofit organization that will affect positive change on education in developing nations. Our business platform consists of two main parts. First and foremost, we will deliver materials, supplies and equipment necessary for improving education in underprivileged schools across the globe. Second, donations will purchase goods and services within the beneficiary's regions in order to stimulate economic growth. GO! began with a shared passion for philanthropy. We wanted to take part in the national trend of social entrepreneurship, and in doing so improve education across the world. Seeing opportunities to enhance the widely employed methods of foreign aid distribution, we recognized an enormous business opportunity as well as a unique philanthropic opportunity and decided to get involved.

### **TARGET CUSTOMERS: DONORS**

According to the National Center on Charitable Statistics, the size of the Education section of the Non-profit sector was \$97.84 billion, representing 6.99% of total charitable donations in 2009. Even during the most recent recession, donations to education-based organizations were almost \$100 billion. We will also establish mutually beneficial partnerships with other charitable organizations in order to access their pre-existing group of donors. By using our efficient system, these organizations will be able to connect their donors to their beneficiaries more directly. This will help proliferate the GO! name among possible producers, beneficiaries, and donors. In addition, our marketing campaign will include social media, personal contacts, our website ([www.GlobalOutreachInitiative.org](http://www.GlobalOutreachInitiative.org)), general internet marketing, affiliates, interviews, and various other forms of promotional marketing.

### **TARGET BENEFICIARIES: EDUCATIONAL INSTITUTIONS**

Our passion is the success of our beneficiaries. We will pick a strong network of beneficiaries that meet our criteria. The path of least resistance is not our goal; however, long lasting change must be

attainable through our selection process. The following parameters (along with case-by-case analysis) will be used to determine a potential candidate:

- ❖ Political Stability
- ❖ Economic Stability
- ❖ Low Literacy Rate
- ❖ Preexisting Connections with other Charities
- ❖ Equal Opportunity Institution

We have narrowed down our choices to the following countries that we feel will be the most promising during the first years of GO!

- Nepal (Asia)
- Panama (Latin America)
- Peru (South America)
- Uganda (Africa)

## **INDUSTRY OVERVIEW**

We have pinpointed several relevant problems with the competition, including excessive administrative fees, transnational shipping costs, rampant corruption costs, problems related to subsidized foreign imports, and the “lemon problem.”

- **Administrative Fees**
  - Most nonprofits often employ a large workforce
  - Top executives occasionally earn excessive salaries
- **Shipping Costs**
  - High taxes and tariffs on imports into developing nations often exist to protect local industry and manufacturing
- **Corruption Costs**
  - Often associated with shipping goods into or within developing nations
  - Can be unpredictable, arbitrary, and excessive
  - Can be heightened in times of political or economic strife
- **Subsidized Foreign Imports**
  - Flood the local market with impossibly cheap goods, put local producers out of business, and destroy sectors of the very economy they were meant to help
- **The “Lemon Problem”**
  - Often, donors do not know exactly where their money is going or what they are “buying” for the beneficiary
  - They are often suspicious of exorbitant administrative fees and faulty products
  - Donors rarely see the actual result of their donation

## **COMPETITIVE ADVANTAGE**

While the above problems provide a distinct disadvantage to our competitors, our system inherently addresses these problems in unique and specific ways.

1. **Administrative Fees** – Our manpower and salaries will be kept to a bare minimum, focusing on lean operations. By using pre-existing partnerships, we will be able to avoid expanding our workforce at the typical rate. Initially, employees of other charities will act as our “boots on the ground.” Any and all administrative fees will be disclosed to donors up-front in order to ensure transparency.
2. **Shipping Costs** – All shipping across national borders will be eliminated, and all related costs along with it. All money will be wired directly to the producer upon the beneficiary’s receipt of the good. In order to ensure the largest positive economic impact and drastically reduce in-country shipping costs, producers will be selected partially on their proximity to the beneficiary.
3. **Corruption Costs** – Corruption costs arise primarily due to transnational shipping. With our unique logistics structure, transnational shipping and related costs will be eliminated. Because more in-country corruption costs are typically assumed by foreigners than natives, locals will ship all products to the beneficiaries. Lastly, strategic relationships with pre-existing charities will cut down on skimming.
4. **Subsidized Foreign Imports** – Donors’ money will be sent through GO! to local manufacturers using one of many online money transfer services. Injecting currency directly into entrepreneurial and small business endeavors will stimulate the local economy, encourage manufacturing, and lead to greater societal focus on education. Furthermore, this system will not drown local businesses with cheap goods from abroad. Ultimately, our producers will provide local schools with technology that is compatible with the local level of technological development (i.e. laptops will not be given to students with no access to electricity).
5. **The “Lemon Problem”** – Our donors will know exactly where their money is going because our website will allow them to purchase specific products. The donor will be given a detailed description of the product, pictures of the product, and will be able to choose the specific beneficiary school if they desire. Our donors will also be able to see pictures of their donations in action and exchange messages with their beneficiaries on our website.

## **THE JOURNEY TO THE TOP**

From day one we have established our company culture as one that always puts the customer first, maintains synergy and motivation within the GO! organization, and overall has a “change the world” mentality. We will not be distracted from our vision. Incorporating innovation, change and creativity coupled with new business marketing and information technologies, GO! will be a driving force within the education sector of the nonprofit industry in the near future. Bringing our donors, producers and beneficiaries together as one, we will create long lasting relationships, personal and economic growth, and permanent changes around the globe.