



CENTER for SM
DEVELOPMENT and STRATEGY

PROGRAM PLAN

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www.thinkcde.org

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1.0 Introduction

In May of 2014, the Center for Development and Strategy, Ltd., was launched by students at the State University of New York at Buffalo as a way for students and young professionals to publish the research they produce on development issues. CDS is based off of three main points: researching, publishing, and collaborating. It's becoming ever more clear that CDS is filling a large gap as only the second large-scale student-run think tank in the country.

To continue the upward progress CDS has achieved over the last several months, the organization will be starting an incubation program called, 'Think Incubation.' Think Incubation will become the foremost small-scale virtual incubator focused on development issues both in the United States, and throughout the world.

The idea is simple: CDS staff will put in their time and resources in order to help fund and institutionalize new start up organizations, businesses, and non-profits. These start-ups will have been founded or organized by students at accredited universities/colleges or by young professionals who have recently graduated from an undergraduate or graduate degree program.

Because CDS is focused largely on collaboration between key stakeholders in the young generation, it relies heavily on the production of new content by its members. In



addition to the research and knowledge students create; they also harness ideas for new business and revenue models. Key to this line of thinking is the sharing economy paradigm.

The sharing economy is a socio-economic system built around the sharing of human and physical resources. This includes the shared creation, production, and distribution of new knowledge by both people and organizations. As a generation that not only utilizes information technology, but also has the know-how to maximize its potential, the sharing economy is evermore relevant and personal for students and young professionals. In this regard, CDS facilitates greater collaboration, publishing capabilities, and outreach potential by incubating other like-minded organizations.

It is within the mission and scope of CDS to provide students and young professionals a voice of knowledge about furthering the development of human society throughout the world. As it does this without any specific ideological perspective, CDS is fully capable to create new design practices for how society can be shaped. Think Incubation will become a testament to these principles and will help broaden the reach of millennial intellectual output.

2.0 Organizational Structure & Human Resources

2.1 Overview



CDS will bring on a volunteer staff solely responsible for the operations and general functions of Think Incubation. Individuals in the business, economics, finance, and computer science fields will be particularly qualified for roles the incubator will require. Volunteer staffers that have been brought on by CDS Human Resources will gain valuable experience in the institutionalization of previously small organizations. To this degree, they will learn and conduct the formalization of articles of incorporation, micro financing of small projects, the building of new websites, and marketing and outreach for the newly started-up organizations.

2.2 Structure

The organizational structure of Think Incubation staff members shall be as follows:

- Program Director of Think Incubation
 - Manager of Business Development
 - Manager of Investment Operations
 - Manager of Web Development

2.3 Human Resources

The Program Director of Think Incubation will be responsible for the general operations and success of the program. He/she will oversee a staff that will fill in the respective positions of Manager of Business Development, Manager of Investment Operations, and Manager of Web Development. Managers of Business Development will be responsible for formulating business plans, Articles of Incorporation, and possible other



forms in order to successfully institutionalize organizations. Managers of Investment Operations will handle all finances and investments given towards the organizations applying. Managers of Web Development will utilize Think Incubation financial resources to acquire needed hosting, domain, and website themes for organizations accepted for incubation. They will then consult the accepted organization to properly design and manage their website.

3.0 Applying for Incubation

Organizations started up by both students and young professionals will be able to apply for small-scale incubation with CDS. By filling out a form at www.thinkcads.org/incubation, organizations will be able to easily upload documents and plans required by the staff of Think Incubation. The form will include the following requirements:

- Single page organizational overview including:
 - Mission statement
 - Purpose
 - Organizational structure
 - Goods/services provided
 - University/College
- Document stating the purpose and goals of application including:
 - Finances required



- Itemized bullet point list
- Infrastructure required
 - Website
 - Merchandise
 - Mobile applications
- Resumes of founding operators

Once this information is sent to CDS staff volunteers, the Program Director of Think Incubation will work with his/her team on evaluating and reviewing the application. A majority vote (greater than 50%) by Think Incubation staff members *for* an organization's application will serve as acceptance while a majority vote *against* an organization's application will serve as a rejection.

4.0 Services Provided

Think Incubation, through resources provided by the Center for Development and Strategy, Ltd., will provide basic services to those organizations that have been duly accepted by its staff. The intent of these services is to provide the elements to institutionalize both ideas and small-scale organizations. They are *not* to support large-scale projects, as CDS does not have the financial resources or legal capability to provide such assistance.



4.1 Services

The following services will be immediately available to those organizations wishing to institutionalize and make official:

- P.O. Box application fee
- Articles of Incorporation – per respective state/commonwealth
 - Writing of the Articles of Incorporation
 - Filing of Articles of Incorporation fee
 - Types of business entities: non-profit corporation, LLC, sole proprietorship
- Website development
 - Domain, hosting, and themes (cost within the range of \$120 – \$200)
- Business & non-profit consulting

5.0 Marketing & Outreach

5.1 Collaborative Outreach

CDS will use Think Incubation as both an outreach tool and as an opportunity for increased collaboration. As Think Incubation institutionalizes new organizations, businesses, and non-profits focused on development issues, CDS will have the opportunity to create new partnerships for re-distribution of both its own content, and others. This inherently provides CDS greater readership and market value.



Think Incubation, as a program of CDS, will *not* be advertised and marketed as a stand-alone institution or organization. Instead, its core infrastructure will be provided on www.thinkcde.org/incubation, where the application for incubation will be hosted, as well as any other documents and information about the program.

5.2 Program Branding

CDS will utilize www.thinkcde.org, Facebook, Twitter, and other forms of social media to promote and brand the Think Incubation program. In addition, the program may be featured in any press releases, publications, and blogs CDS produces and distributes as well.

The following logo shall be used for all communications and outreach regarding Think Incubation:



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