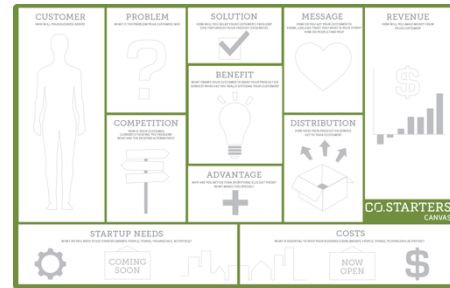


## CO.STARTERS for Causes

CO.STARTERS is a nine-week cohort based program that equips individuals with the insights, relationships, and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavor. An iteration of the core CO.STARTERS program, the Causes version addresses important concerns such as impact and sustainability for people launching social initiatives to better the community, including projects, businesses, and nonprofits.

### The CO.STARTERS Canvas

CO.STARTERS uses a version of the “Business Model Canvas” developed by Alexander Osterwalder to help participants develop workable business models for their ideas, providing a way of showing the thinking behind why and how an idea will work.



### How is *CO.STARTERS for Causes* different than the other versions?

**AUDIENCE:** The *CO.STARTERS for Causes* program will help any person with an idea for bettering the community to determine the viability of their concept and the critical next steps for getting the project underway. Participants may have a new idea for a project, nonprofit, or socially minded business – or may be an existing organization looking to become more sustainable or launch a new program.

**CASE STUDIES:** The case studies in the program represent two different kinds of models. One is a socially-minded business that operates just like other for-profit models. The second is a more traditional nonprofit idea looking for sustainable funding streams.

**PROBLEM:** In *CO.STARTERS for Causes*, an entire week is spent on the first three boxes of the Canvas – customer, problem, and alternatives. Many causes are started because the founder sees a need and not much time is spent looking into whether or not the need truly exists, who else is already meeting that need, and what the customer truly wants. By spending a whole week on this topic, participants are challenged to dive deeper into understanding the context.

**IMPACT:** Causes are causes because they are attempting to accomplish some change in the world. The program helps participants articulate what change they expect, how they will know they are accomplishing their goals, and how to measure impact.

**SUSTAINABILITY:** Over the past several decades, traditional funding streams for causes have undergone significant changes. In order to survive in today’s world, causes need to think differently about creating sustainable revenue streams. The program introduces participants to a variety of ways to make their causes sustainable, including building in business models.



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### **Week 1: Knowing Yourself**

*Introduction, Assumptions, Working Styles, Team Building, Obstacles*

### **Week 2: Understanding the Problem**

*Customer, Problem, Alternatives & Idea Testing*

### **Week 3: Finding the Right Solution**

*Solution, Benefit, Advantage, Starting Small & Typical Offering*

### **Week 4: Crafting Your Story**

*Marketing, Message & Getting Customers*

### **Week 5: Determining What You Need**

*Distribution, People, Startup & Ongoing Needs, Fixed & Variable Costs, Budgets*

### **Week 6: Getting What You Need**

*Revenue, Sustainability, Pricing, Breaking Even, Sales Projections, Funding Sources*

### **Week 7: Strengthening the Structure**

*Legal Structures, Cash Flow, Accounting & Evaluation Systems*

### **Week 8: Planning for the Future**

*Growth Plan, Replication & Sharing, Goal Setting, Project Proposal*

### **Week 9: Celebration Night**

## **Get Started.**

Want CO.STARTERS for Causes in your community? Contact us at [getstarted@costarters.co](mailto:getstarted@costarters.co).