

2019 KERNEL Proposal

05/30/2019

Name of Proposed Program, Product or Service: Sheryle's Test Proposal

Amount Requested from KERNEL, a United Way of Tarrant County program: 10000

Contact Person's Name: Sheryle Gillihan

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Phone Number: 8172647269

Mailing Address: 2100 N Main St., Fort Worth, 76164

Organization Name (If Applicable): CauseLabs

Website (If Applicable): causelabs.com

Section A: Organizational Overview

Executive Summary: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum hendrerit ullamcorper faucibus. Phasellus vel mi nec dui consectetur convallis. Integer ultrices pulvinar vulputate. Proin mattis augue a ante rutrum pretium. Nulla est sem, tristique sit amet pulvinar ac, dignissim at erat. Aliquam erat volutpat. Vestibulum faucibus tristique lectus, quis eleifend tellus elementum quis. Duis sed lectus quam.

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Barriers where mentorship would help you reach your goal(s): Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo.

When was your organization established? 09/10/2018

If your organization is not yet established, please explain how you will establish it and when:

How is your business or program organized or how do you plan to organize it? Explain briefly: We're a public benefit corporation.

Are there milestones and a strategy for growth? Yes.

Why does your company/idea have high growth potential? Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo.

What are your plans if you are not awarded KERNEL funds? Contacting other foundations

for initial funding to support the kickstart of the program which will then sustain itself through revenues generated from participants.

Section B: Program/Product/Service

What is your mission statement? Growing positive impact.

What social problem do you plan to solve? Helping organizations scale successful programs so that we collectively increase our positive impact and build stronger communities.

Who are your target customers and target beneficiaries? Nonprofits and social enterprises, particularly those with programs showing success.

What need exists in Tarrant County and what data or evidence supports the claim that this need exists? Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo.

How does your program, product or service satisfy the needs of our community? Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo.

What makes your program, product or service different or unique? Identify and summarize any innovative aspects of your proposal: Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo. Vivamus ornare egestas nunc sit amet convallis. Vestibulum sollicitudin tempor ultricies. Mauris commodo sem eu ipsum tempus porta. Nullam egestas tortor ac auctor bibendum. Nunc placerat mauris id metus porta bibendum. Nunc ante ipsum, accumsan a malesuada quis, tempor non justo.

Where are you currently in terms of program, product or service development? What steps still need to be taken? Vivamus ornare egestas nunc sit amet convallis. Vestibulum

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Work Plan: What quantitative impact will be produced in the 12 month funding period?

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Does evidence exist that this has been used successfully by your organization or other entities? Provide data if applicable:

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Section C: Marketing/Outreach

Who are your current (and possible future) competitors? Vivamus ornare egestas nunc sit amet convallis.

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Who are your partners and/or what partnerships would need to be developed within the next year to make this project successful? Vivamus ornare egestas nunc sit amet convallis.
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What market and environmental factors will challenge your ability to meet objectives? How will they be overcome? Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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What steps will you take to reach and engage your target customer? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum hendrerit ullamcorper faucibus. Phasellus vel mi nec dui consectetur convallis. Integer ultrices pulvinar vulputate. Proin mattis augue a ante rutrum pretium. Nulla est sem, tristique sit amet pulvinar ac, dignissim at erat. Aliquam erat volutpat. Vestibulum faucibus tristique lectus, quis eleifend tellus elementum quis.

What is your social media strategy? (If Applicable): None at the moment, but we want to work on that with guidance and mentorship.

What factors will allow you to be successful in distribution or growth? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum hendrerit ullamcorper faucibus. Phasellus vel mi nec dui consectetur convallis. Integer ultrices pulvinar vulputate. Proin mattis augue a ante rutrum pretium. Nulla est sem, tristique sit amet pulvinar ac, dignissim at erat. Aliquam erat volutpat.

Section D: Operations Plan

Project Budget & Finances: How much funding do you need and over what time period?

Revenues/Funding:

\$10,000 KERNEL

\$10,000 CauseLabs Owner Investment

\$30,000 Income generated from program sales

Expenses:

\$10,000 office space and supplies

\$20,000 marketing and community awareness

\$15,000 staff salaries and operational expenses

In Kind Expenses:

\$30,000 Donated and Discounted Services

Despite our discount and pro bono donation of our time to generate awareness, we expect to make a \$5,000 profit with this plan and this will grow as we gain traction and prove our impact and community value.

Why do you need seed funding? What portions of the program/service could you accomplish with the seed funding from the United Way of Tarrant County KERNEL program? We need funding to get started in our office space and to kickstart marketing.

What key resources are needed to produce the program, product or service? Talented people (which we have), space (which we're getting) and organizations who want to grow with us. That requires both marketing and relational trust building and so community partnerships will be a key resource.

How many employees do you have? Do you plan to scale the team in the next 12 months and if so, how? 6 currently. We expect to have 8 - 10 in the next 12 months. We are already in the midst of growing our team and this program, if it proves successful will require additional staff.

What are the roles and background of key personnel? Sheryle Gillihan - CEO

Michael Gillihan - COO
Rebecca Colgate - Director of Project Management
Mark Horlbeck - Director of Engineering
Mike Rich - Senior Product Designer
Jamie Turner-Hall - Project Manager
Diana Kriese - Software Engineer

Collectively, we've launched over 200 projects and reached over 250 million users with our products and programs.

What opportunities and risks do you face? Curabitur dignissim non nulla a hendrerit. Nullam sodales fermentum mattis. Curabitur at libero vitae est hendrerit sodales quis quis magna. Proin varius ex tincidunt dolor malesuada viverra. Ut et odio non odio sodales facilisis. Vivamus accumsan sed erat nec congue. Donec vehicula ornare nunc, a tincidunt risus hendrerit.

What long-term goals have you set? Curabitur dignissim non nulla a hendrerit. Nullam sodales fermentum mattis. Curabitur at libero vitae est hendrerit sodales quis quis magna. Proin varius ex tincidunt dolor malesuada viverra. Ut et odio non odio sodales facilisis. Vivamus accumsan sed erat nec congue. Donec vehicula ornare nunc, a tincidunt risus hendrerit.

Who are your current investors, shareholders, or creditors, if any? Curabitur dignissim non nulla a hendrerit. Nullam sodales fermentum mattis. Curabitur at libero vitae est hendrerit sodales quis quis magna. Proin varius ex tincidunt dolor malesuada viverra. Ut et odio non odio sodales facilisis. Vivamus accumsan sed erat nec congue. Donec vehicula ornare nunc, a tincidunt risus hendrerit.

Provide an explanatory overview of pricing decisions that have been made for your program, product or service: Curabitur dignissim non nulla a hendrerit. Nullam sodales fermentum mattis. Curabitur at libero vitae est hendrerit sodales quis quis magna. Proin varius ex tincidunt dolor malesuada viverra. Ut et odio non odio sodales facilisis. Vivamus accumsan sed erat nec congue. Donec vehicula ornare nunc, a tincidunt risus hendrerit.

What are your plans for sustaining this project? Curabitur dignissim non nulla a hendrerit. Nullam sodales fermentum mattis. Curabitur at libero vitae est hendrerit sodales quis quis magna. Proin varius ex tincidunt dolor malesuada viverra. Ut et odio non odio sodales facilisis. Vivamus accumsan sed erat nec congue. Donec vehicula ornare nunc, a tincidunt risus hendrerit.

Section E: 1 Minute Pitch Video

Applicants have an opportunity to submit a one (1) minute pitch video for scoring. Please visit this link to see if your applicant has loaded a video: <https://vimeo.com/kerneluser67221798>