



STEAM by Having FUN!
An Ongoing Project

Business Plan 2023 - 2026

Education, culture and art are crucial to society's development. Not only as great equalizers, but these also lead to new inventions, new leadership, and new ideas.

Mission

Our mission is to create a community, physically and intellectually, that is a unique place for subject matter experts and artists to unleash the imagination of our youth and residents in rural communities by introducing them to projects involving the creation of new artworks and the restoration of existing ones and in the process create interest in potential career opportunities in Science, Technology, Engineering, Art, and Mathematics (STEAM).

Vision

Our vision is to provide at our facility after school workshops, on and off location photography projects and videos, varied documentaries and of art projects from the conception to the installation or process of restoration every year and make these available to private and public schools through a low-cost yearly membership program as well as having our location available for adult art workshops, art gallery space for the works created and photography studio for the community to visit to enjoy exhibitions.

Foundation Background

Saiasi Foundation was created in January 2023 by Isaias Alezones as a non-profit 501(c)(3) organization to provide educational, technical, and visual art workshops using photography, videography, 3D and laser printing, operation of radio-controlled photography vehicles, and design and creation of large and small two and three-dimensional artwork. The foundation focuses on catering underserved rural communities while working with the direct assistance of 365 Productions, Inc. with the expertise and equipment readily available to achieve our vision.

During October 2022, we relocated from Florida to Gilbertown, Alabama, where we started operating in January 2023 at our new location, where under the same roof both our non-profit and for-profit organizations operate. Here, we launched our project “STEM by Having Fun” by creating a community of subject matter experts and artists where through visual creations we show how STEM is actively used in every project developed and as it is successfully completed and installed.

Mr. Alezones has built upon his professional experience in the visual arts, photography, aeronautics, manufacturing processes and restoration; integrating his work experience and training into a multi-disciplinary comprehensive approach to address the use of STEM. The program is supported by teachers, parents, and the community. Alezones earned his Associate in Science degree in computer programming (1991), his Associate of Arts degree (2002), a Bachelor

of Fine Arts in creative photography with a minor in electronic inter-media (2008), and lastly received his Master of Science degree in aeronautics (2012).

The program includes:

1. Yearly invitation of carefully selected subject matter experts. Each spends time at our facility to develop a previously approved project and in the process share useful activities, techniques, and ideas. Each project will be professionally video recorded by 365 Productions, Inc. to provide students online access to the process of creating unique projects to learn and be inspired.
2. Yearly invitation of carefully selected visual artists. Each spends time at our facility to create a previously approved artwork. Each project will be professionally video recorded by 365 Productions, Inc. to provide students with online access to allow them to visually learn and be inspired.
3. **All-And-All (AAA) Membership.** Includes access to all videos for the year plus team entry to “The STEM Project Contest.” Awarded prizes for the winning team includes professional tech from our technology sponsors. Plus, team entry to “The Great Idea Contest.” The winning team has a chance for our in-house team to develop their big idea. Plus, their involvement in the creation of selected contracted private and public artworks. **\$1000** per year per school.
4. After school workshops to learn techniques and how STEM is implemented in every project.
5. Provides the local community with access to unique art gallery exhibition and openings and special events.

Our facility is designed to function as a safe environment with all the required infrastructure to accommodate community visitors including the handicap.

The studio space is designed to have and operate all the necessary equipment and supplies to successfully allow every project to be safely created, and we have our in-house professional photographic and post-production equipment and is readily available to document each project session in the making.

A subscription to a reputable, dedicated, efficient and secure online service from Vimeo is used and accessed through our professionally created and maintained website to deliver on-demand each video to all subscribed public and private schools.

We are currently actively renovating our property at 28 Adams St. in Gilbertown, Alabama 36908, where all the requirements of our floor plan and our design are being met and as shown in our slide deck presentation.

Strengths, Weaknesses, Opportunities & Threats Analysis

1. Strengths

- We provide real and up-to-date opportunities for school students to explore potential careers in STEM.
- Our executive leadership and staff are highly dedicated and are deeply passionate about useful technologies, the visual arts, and the combination of the two.
- Our program provides an opportunity for subject matter experts to share their expertise with students at the local, state, and national levels while receiving compensation and access to tools and all supplies needed to complete the projects at our facility.
- Each project, the work created, and the recordings become the property of the foundation as stipulated through a signed contract.
- We form an alliance with the community, educators, government, civic entities, private businesses, elected officials, community colleges, non-profit organizations, and other interested entities in the state and the nation.
- Community outreach through the Choctaw County Chamber of Commerce, the Alabama school districts, parent organizations, community organizations, businesses, local churches, and state social programs.
- Abundant physical and mental capacity, promoting future student growth and allowing program expansion.
- We provide a diverse creative opportunity in STEM including skills development and fostering teamwork.
- As Covid-19 restrictions ease or completely disappear our facility is ready to have in-person workshops and field trip opportunities for selected schools with membership status.
- We use Constant Contact, our websites www.saiasi.org and www.365pinc.com and social media for low-cost promotional opportunities.
- We also engage in public and private events locally and nationally to promote our foundation and the programs it offers to the schools and the underserved communities.

2. Weaknesses

- Operational and production risks

- Financial risks
- Legal risks
- Educational community acceptance risks

3. Opportunities

- Incessantly demonstrate and complement the practical technologies and arts by implementing a simple methodology. The project STEAM By Having Fun will use a step-by-step approach to specific issues utilizing virtual documentaries while fostering open debates of experimental technological and visual art projects by conducting group and individual critique sessions.
- Provides participating students with a consolidated view, deeply rooted by real-life knowledge and experiences that will ultimately determine the usage of technical, artistic, and aesthetic sensibility during their life situations.
- The refined works presented herein will help achieve balanced growth as a social being in tune with project works.
- Allows students to be creative and develop a teamwork attitude while they experiment.
- Allows talented visiting professional individuals to share their creativity with a large audience of students and faculty.
- Contributes with employment opportunities for artists, subject matter experts and staff.
- Creates an original and unique educational service in addition to the current school curricula for students locally and nationally.
- Expansion and improvement of current facilities to comfortably accommodate invited subject matter experts and artists.
- Future inclusion of other programs related to STEAM.
- Allows the community to become part of the technological, cultural, and artistic activities presented at the facility.

4. Threats

- Stability of private and government grants and other funding sources in challenging economic times.
- COVID-19 and other medical and legal liabilities.
- Difficulty of attracting subject matter experts and visual artists.
- Difficulty of attracting middle schools and retaining memberships.
- Pandemic and other global effects on economic recovery and schools closing/reopening.
- Other competing learning centers and academies in the state and the nation.

Markets

Current statistics reveal that the United States has an average of 98,755 public Schools, of which 13,477 are middle schools.¹ These numbers allow us to conservatively base our forecasts to reach at least 2,000 of the middle schools in the nation, of which 455 are currently operating in the state of Alabama.² In Addition, further efforts will be made to reach at-home-schooling students to grant them access to the same opportunities as the in-school students. There were about 3.1 million homeschool students in 2021-2022 in grades K-12 in the United States (roughly 6% of school-age children). There were about 2.5 million homeschool students in spring 2019. The homeschool population had been growing at an estimated 2% to 8% per annum over the past several years, but it grew drastically from 2019-2020 to 2020-2021.³

Marketing Strategies

1. Social Media

- Use Google optimization program to maintain website saiasi.org and to keep the design representative of what the program is set out to do for middle school students.
- Identify and evaluate how Google, Constant Contact email, website, and others are utilized.

2. Networking

- Establish a list of city, state, and nation middle schools to distribute properly directed online literature and to ensure a formal schedule of programmed visits to share our project and secure membership.
- Establish a list of key leaders to formalize network visits, emails, and phone calls.
- Develop a representative marketing brochure for businesses in the market areas of our focus.

3. Market Area

- Choctaw County, Alabama is defined as the initial and first area of focus and once proven to be successful other counties within the state will be the next focus of our marketing efforts.

¹ https://ballotpedia.org/Number_of_schools_by_school_type_in_the_U.S.

² <https://www.al.com/news/2021/10/us-news-says-these-are-alabamas-best-elementary-middle-schools.html>

³ <https://www.nheri.org/research-facts-on-homeschooling/>

- Once the process proves to work as planned other surrounding states will be introduced to the program.
- The next market area will be the nation as a whole and the program will be introduced nationwide to reach the maximum number of middle school students.
- Explore the potential of acting as a consultant manager for other locations desiring the establishment of similar or additional programs benefiting middle school students in undeserved and marginalized locations.

4. Marketing Governance

- Charter a marketing and fundraising Board of Directors Committee to provide oversight of, and help develop, marketing strategies, marketing budgets and fundraising efforts and plans.
- Formalize a program or programs for annual giving, major gifts, charitable contributions, and grant applications.
- Formalized a program to announce schools and their winning teams in the once per year two currently available competitions related to the program.
- Monthly and annual reviews and official examinations of the program and membership pricing.
- Establish formal guidelines for membership based on public school system budgets.

5. Special Events

- Formalize the schedule for special events such as in-person photography field trips, workshops, gallery exhibition, and cultural and technological events at our location.
- Formalize the schedule of special visits from selected acclaimed subject matter experts and recognized visual artist.
- Encourage board members and staff to attend school and community special events.
- Formalize activities to invite school boards personnel, private businesses and city officials for additional program awareness and enrollment referrals.

Financial Assumptions

The financial assumptions presented below are based on operations starting January 1, 2023, and expanding through 2026, with the inclusion of capital investments for the same range of years. Whereas of today, Isaias Alezones and 365 Productions, Inc. have invested a total of \$65,000 in equipment and \$10,000 in marketing, grant writing services, patents registration and in-kind donations of time to achieve the current stage of the project “STEAM By Having Fun.”

Membership is All And All Included (AAA) is valued at \$1000 per year per school and revenues are based on a total of 2,000 schools increasing by 500 more each year. Depending on the registration success fees may see an increase to be in alignment with our financial requirements.

Forecast Revenue 2023-2026

Revenues:	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
Grants	\$65,000	\$65,000	\$65,000	\$65,000
Donations	\$10,000	\$10,000	\$10,000	\$10,000
Inventory and Art sales	\$135,000	\$50,000	\$50,000	\$50,000
# Of memberships	2000	2500	3000	3500
AAA membership	\$2,000,000	\$2,500,000	\$3,000,000	\$3,500,000
Total Revenues	\$2,210,000	\$2,625,000	\$3,125,000	\$3,625,000

Forecast Capital Investment 2024-2027

Capital Investments:	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
Building construction	\$40,000	\$20,000	\$35,000	\$20,000
Equipment	\$65,000	\$25,000	\$25,000	\$25,000
Building improvements	\$15,000	\$5,000	\$5,000	\$5,000
Land improvements	<u>\$23,000</u>	<u>\$15,000</u>	<u>\$15,000</u>	<u>\$15,000</u>
Total Capital Investments	\$143,000	\$65,000	\$80,000	\$65,000

Forecast Expenses 2023-2026

Expenses:	2023	2024	2025	2026
# Of Contracted Full Time Employees	4	6	8	9
Average Yearly Salary	\$144,000	\$192,000	\$240,000	\$264,000
Payroll Tax rate 10%	\$14,400	\$19,200	\$24,000	\$26,400
# Of Artist/Subject Matter Experts Visits	52	52	52	52
Stipend Artists/Subject Matter Experts/yr.	\$104,000	\$104,000	\$104,000	\$104,000
Accounting Services/yr.	\$2,000	\$2,000	\$2,000	\$3,500
State Licenses/yr.	\$2,000	\$2,000	\$2,000	\$2,060
Casualty & Liability Insurance/yr.	\$6,000	\$3,000	\$3,000	\$4,000
Employee Insurance/yr.	\$6,000	\$6,000	\$6,000	\$7,000
Grant Writing/Advertising/Website/yr.	\$6,000	\$6,000	\$6,000	\$6,000
Utilities/yr.	\$8,000	\$8,000	\$8,000	\$8,900
Satellite Service/yr.	\$4,000	\$4,000	\$4,000	\$4,000
Visitor food service/yr.	\$26,000	\$26,000	\$26,000	\$26,000
Total Expenses/yr.	\$322,400	\$372,200	\$425,000	\$455,860

Tasks List

Financial Tasks

- Hire full time in office assistant.
- Contract accounting service.
- Reconcile financial statements and tax returns.
- Contract grant writer
- Contract lawyer in the need-to basis.

Board Governance Tasks

- Assign ongoing board of directors to approve and modify financial and operating strategies as needed to stay in course with current and future goals.
- Establish a task force to oversee the construction and improvements of the facility to properly align and prepare for expansion according to previously established plans.
- Formalize plans to expand the facility after the first year and beyond.
- Contract safety professional to ensure the facility is safe for visiting subject matter experts and artists.
- Contract safety professional to ensure the facility is safe and sound when in-person visitation from students begins.

Marketing Tasks

- Identify and define how all social media resources are utilized including email, website, and online store for artwork sales.
- Formalize the schedule for visits and distribution of literature.
- Ensure staff is familiar with all activities and how these take place.
- Establish a current list of middle schools and key leaders to formalize networking activities, including video conferencing meetings, audio conferencing, webinars, and meeting recordings.
- Develop marketing materials for reaching out to local and state chamber of commerce and related businesses in the area and beyond for invitation to participate as subject matter experts or for fundraising purposes.
- Define a list of other potential locations and develop a formalized program to properly evaluate each location based on needs and improvements to the program.
- Explore the potential of acting as a consultant manager for other locations desiring the establishment of similar or additional programs benefiting school students in undeserved and marginalized locations.
- Create a committee to provide oversight of and help develop marketing strategies, budgets, and fundraising plans.

- Formalize plans for contributions and grant applications.
- Formalized annual review of programs, pricing, and community outreach.
- Formalize schedule of special events and visits.

Staffing and Facility Resources

- Validate current staffing needs and identify other personnel needs beyond the first year in operation.
- Employee annual review and identify needs of current personnel.
- Verify capabilities of current personnel and update their responsibilities.
- Assess if additional personnel are needed.
- Validate current needs for facility expansion.
- Plan for expansion and design accordingly.
- Annual review and legal update for insurance and operational policies.

Operations and Facility

- Resolve security and safety of grounds and building.
- Resolve off-the-grit electrical and water access/storage capabilities.
- Review of electrical service safety.
- Review and resolve all facility maintenance procedures and frequency using automated capabilities.
- Establish a plan to purchase maintenance equipment that satisfies efficiency and minimal effort
- Identify additional operating needs to include additional equipment.

Tasks List Estimated Date of Completion

It is estimated that the previously presented lists of tasks will be successfully completed by Isaias Alezones at the end of August 2023, and if thereafter, there are any remaining tasks to be completed, every effort will be made to complete these by March 31, 2024.

Contact Information and Address

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Accounting/Banking/Consulting/Professional Affiliations

Accounting: Kathy's' Tax Services, LLC. (251) 843-5153
38 Main St., Gilbertown, Alabama 36908.

Banking: Regions Bank, 13540 Choctaw Ave., Gilbertown, Alabama 36908.

Consulting: Bob Rout SCORE Volunteer, Alisa Pitchenik (New World School of the Arts), Maggy Cuesta (University of Florida), Claudia Rubio (University of Miami), Mr. Michael D. Hutchinson (Businessman), Mr. Andy Montejo (Photography Technology Professional), Mrs. Katie Barefield, Mrs. Dixie McCollough (Choctaw County Public Schools), Mrs. Carole Pierce, retired educator (Choctaw County Public Schools), Dr. Brandi Clark (Coastal Alabama Community College), Ms. Allyson Pearce (Pearce Law Firm).

Professional Affiliations: SAM.gov, Choctaw County Public Schools, Mrs. Sheila Skelton (Coastal Alabama Community College), U.S. Department of Education, New World School of the Arts, Federal Aviation Administration (FAA), Academy of Model Aeronautics (AMA), National Aeronautics and Space Administration (NASA), STEM Teacher Leadership Network, National Science Foundation (NSF), Texas State University, Candid, STEM Teacher Leadership Network, Adobe, and National Science Foundation (NSF), Fine Art & Crafts Entrepreneurs (FAACE) membership.

Board of Directors

Mr. Michael D. Hutchinson, Mrs. Cindy Hutchinson, Mr. Andy Montejo, Mrs. Katie Barefield, Mrs. Carole Pearce, Dr. Brandi Clark, Mrs. Kathy R. Halford, Ms. Allyson Pearce, Mrs. Dixie McCollough, Mrs. Carol Guy, Mrs. Dyonne Mansur, and Ms. Lisa Taylor.