



Alliance Plan of Work (Draft)

NEXT STEPS

1. STRUCTURE: Collaborate with a steering committee to complete organizational structure. Set 3 Alliance objectives and work plans by membership category. Ideally, these initial working projects will be across industry sectors.

- Develop information and background orientation for consultant to understand and develop a long term recommendation addressing fiber production, end-product branding and a marketing strategy.
- L3C formation – outside counsel to review drafts and advise as to investment and governance structure.
- Identify potential funding sources, develop application process and identify submission costs.

Deliverables: TBD

Target Date: 3/31/2011

2. LOGO: Design and approve logo. Start registration process

Target Date: Completed concurrent with website development.

- Logo and tag line designed and approved before website finalization.

Deliverables: TBD

Target Date: 5/1/2011

Same as website development (see below)

3. MARKETING STRATEGY: Including Website Development and Social Media Integration: Define purpose and function of website - Staged Implementation with initial launch 6-8 weeks – full implementation – 6 months. Will be built as a primary “communication” tool both for use within the industry and for Alliance investors.

- Focal point for national and international branding and marketing initiative.
- Standardized to compete as an agricultural commodity worldwide.
- State-of-the-art functionality: product search engine, industry forums, member, instant messaging, email service for members, consumer forums, links to member websites, fashion & trend news, animal husbandry news, shows, industry news (copies of news reports on Alpaca and luxury fibers from around the world like a clip service), country links to Peru, Italy, Australia, China, Mongolia, New Zealand, etc.
- An industry "community" where members find friends, vendors, customers, etc. Member section password protected and separate from public access.

Deliverables: TBD

Target Date: 5/1/2011

Summary of Costs - 12 Months

Development	Logo, website, branding strategy	\$74,100
Travel & Misc	Schedule and final costs TBD	\$15,000
Consultant Fee	\$1000/wk for 52 weeks	\$52,000
Operational	12 months	\$15,000
Estimated Total		\$156,000