| **Workstream** | **Deadline** | **Team members** | **Notes** |
| --- | --- | --- | --- |
| PART I | | | |
| Financial analysis   * Assess HOTH’s financial position (burn rate, runway) * Analyze revenue streams, reserves, and spending * Map team structure (?) | Midterm presentation - June 13   * Jimmy away June 6-21 * Soumyendu away June 13 | Brody, Christine | Framework  This purpose of this financial analysis is to (1) examine HOTH’s (audited) financial statements from 2020 to 2024 to identify key trends in its financial performance (revenue, expenses, assets and liabilities) and (2) evaluate the need for future fundings based on HOTH’s financial health. A high level 3-year forecast will also be performed to predict HOTH’s future performance based on historical YoY growth rates. (Note: the flow we discussed in the previous meetings, how we use this to illustrate that HOTH DOES need $$$ instead of full-on hardcore financial model).  Steps  1. Gather financial statements over the past 5 years and make sure the statements are complete and accurate.  2. ⁠Calculate YoY (year-over-year) and percentage of total for each line item.  3. ⁠Identify key trends and drivers of financial performance  4. ⁠Set up meetings to validate observations with staff  Sources of information  1. Financial statements (audited) over the past 5 years  2. ⁠HOTH staff for further explanation if needed  Resources needed  (pretty much same as above, unlike other sections I don’t think the main info comes from interviews) |
| Value proposition analysis   * Clarify HOTH’s differentiators and mission alignment * Develop value proposition * Compare against similar mental health nonprofits * Identify impact metrics and storytelling elements | Midterm presentation - June 13   * Jimmy away June 6-21 * Soumyendu away June 13 | Soumyendu, Seemi, Ben | Step 1: Clarify HOTH’s mission   * Documents: Mission statement * Interviews with team to get thoughts on value proposition from different angles   Step 2: Competitor scan and mapping   * Research other similar nonprofits * Create a table summarizing the different aspects of each org   Step 3: Collect case studies which highlight impact   * Interviews with participants * On-site visit   Step 4: Validation of analysis   * Present findings to client and see if they resonate |
| PHASE II | | | |
| Funder landscape   * Interview/collect feedback from donors * Identify funder priorities and perceptions * Analyze grant rejection trends: What changed? * Benchmark marketing against similar nonprofits | Final presentation - August 13   * Soumyendu away June 27-July 4 * Christine away July 4-11 | Jimmy, Ben |  |
| Marketing strategy   * Analyze current marketing assets * Based on value proposition, identify effective communication channels * Recommend low-resource outreach strategies * Propose phased marketing action plan | Final presentation - August 13   * Soumyendu away June 27-July 4 * Christine away July 4-11 | Soumyendu |  |
| Final write-up |  |  |  |