### **WNY Makers Model: Project Timeline & Milestones**

This timeline outlines the key stages and milestone goals for the implementation of the WNY Makers Model, leading up to the launch and evaluation of our pilot tower.

| **Stage** | **Timeline** | **Milestone Goal** |
| --- | --- | --- |
| 1. Vision & Strategy | Week 1 | Defined WNY Makers Model core concept and goals |
| 2. Legal & Framework Setup | Weeks 2-5 | Business and partnership structures set |
| 3. Stakeholder Outreach | Weeks 4-11 (overlaps with Stage 2) | Key collaborators committed |
| 4. Operations Planning | Weeks 12-15 | Pilot logistics and systems in place |
| 5. Branding & Public Launch | Weeks 14-17 (overlaps with Stage 4) | MMM brand goes public |
| 6. Pilot Build & Review | Weeks 18-21 | First tower launched and evaluated |

### **Master Checklist**

This comprehensive checklist provides a clear path for each stage of the WNY Makers Model implementation. Use it to ensure you hit every key task and stay on track, fostering a streamlined and successful co-development process.

#### **Stage 1: Vision & Strategy (Detailed)**

* Draft your mission statement and project overview.
* Outline the unique features of the WNY Makers Model.
* Research similar cooperative and community-focused models.
* Select potential sites for the initial pilot tower.
* Develop an elevator pitch and core project messaging.
* **Define Partner Principles:**
  + **Humility and Focus:** Emphasize the importance of partners demonstrating humility in business, limiting themselves to their core competencies, and staying within their defined roles ("staying in their lane").
  + **Unwavering Commitment:** Secure 100% commitment from all partners towards the singular goal of completing the project within budget and on time.
  + **Dispute Resolution:** Establish an agreement for non-litigation, with all legal claims to be settled exclusively through arbitration by development-specific arbitrators from outside the local area.
  + **Realistic Contributions:** Ensure partners do not over-extend themselves by committing to responsibilities or deliverables they cannot realistically accomplish, reinforcing the commitment to timely and on-budget completion.
  + **Fairness and Governance:** Institute a clear process for partners to raise issues of fairness directly to the project board, which will be comprised of three main partners and can be reshuffled by a vote of the partnership.

#### **Stage 2: Legal & Framework Setup**

* Establish the necessary business entity or entities.
* Consult with legal professionals on partnership agreements.
* Draft contracts for co-developers and partners.
* Define the ownership and revenue-sharing models.
* Verify local zoning and permit requirements.

#### **Stage 3: Stakeholder Outreach**

* Identify key suppliers, builders, and potential partners.
* Schedule initial pitch meetings and informational events.
* Create a detailed proposal deck for potential collaborators.
* Host community roundtables or webinars to build public interest.
* Finalize and confirm your pilot's co-developers.

#### **Stage 4: Operations Planning**

* Establish a comprehensive construction timeline and roadmap.
* Complete your budget and finalize the financing plan.
* Select a project management platform to track progress.
* Set up logistical plans for materials and labor.
* Build out your internal team structure and define roles.

#### **Stage 5: Branding & Public Launch**

* Design your brand's logo and visual identity.
* Launch the official MMM website and social media channels.
* Create a press kit and prepare public announcements.
* Publicly share the pilot project timeline.
* Start collecting early community feedback.

#### **Stage 6: Pilot Build & Review**

* Begin construction of the pilot tower.
* Host site visits and meetings with stakeholders.
* Document all key milestones and challenges.
* Publish project learnings and share updates on the model.
* Develop a scale-up strategy for future locations.

### **Required Project Partners**

This list details the professionals, suppliers, and other contributors needed to complete the project. Each role can potentially be filled by multiple entities sharing the contribution and reward.

#### **Core Development Partners**

* **Land Partners (5):** Provide the 1.35 acres of land in exchange for an equity stake.
* **Owner's Representative (Developer):** Leads the overall project strategy, secures partners, and acts as the central coordinator for the partnership.
* **Attorney (Real Estate & Development):** Structures all legal agreements, manages land consolidation, and navigates zoning and permits.
* **Marketing & Pitch Deck Specialist:** A creative firm or individual responsible for developing the comprehensive proposal deck and marketing materials used to attract all other in-kind and cash partners.
* **Civil Engineer:** Prepares the site plan, including surveys, grading, drainage, and utility designs.
* **Architect:** Creates the building's design, from concept sketches to final construction blueprints.
* **Structural Engineer:** Designs the building's foundational and structural framework to ensure safety and stability.
* **MEP Engineer (Mechanical, Electrical, Plumbing):** Designs the building's vital systems, including HVAC, electrical, and plumbing.
* **Efficiency Expert:** A specialist responsible for implementing and managing the partnership's instant online voting system. They will establish clear guidelines and protocols for decision-making to ensure both speed and accuracy, preventing bottlenecks and maintaining project momentum.

#### **Construction & Operations Partners**

* **Construction Developer:** Manages all physical construction, including budgeting, scheduling, hiring subcontractors, and overseeing day-to-day site operations.
* **Key Subcontractors & Suppliers (Detailed In-Kind Partners):**
  + **Site & Foundation:**
    - Demolition & Excavation Contractor
    - Concrete Supplier (for foundation and structure)
    - Rebar & Steel Fabricator
    - Waterproofing & Foundation Specialist
  + **Structural & Exterior:**
    - Lumber & Framing Supplier
    - Structural Steel Erector
    - Masonry Contractor (brick/block work)
    - Exterior Sheathing & Insulation Supplier
    - Window & Exterior Door Manufacturer/Supplier
    - Roofing Contractor & Material Supplier
    - Siding/Exterior Cladding Contractor
  + **Interior & Finishes:**
    - Drywall Contractor & Supplier
    - Painting Contractor & Paint Supplier
    - Flooring Contractor (tile, wood, carpet) & Supplier
    - Cabinetry & Countertop Fabricator/Supplier
    - Interior Door & Trim Supplier
    - Plumbing Fixture & Appliance Supplier
    - Lighting & Electrical Fixture Supplier
  + **Utilities & Landscaping:**
    - Asphalt & Paving Contractor
    - Landscaping Contractor & Nursery/Sod Supplier
    - Fencing Contractor

#### **Finance & Sales Partners**

* **Financial Advisor/Accountant:** Manages the project's budget, tracks expenses, administers the profit-sharing model, and develops the Cash Partner Program.
* **Sales & Marketing Firm (Real Estate Brokerage):** Executes the end-user sales and marketing strategy to sell or lease all finished residential and commercial units.
* **Cash Partners:** Individuals or entities contributing liquid capital for an equity stake and preferred return. To ensure active partner status and mitigate securities issues, they will possess defined voting rights and participate in key project decisions as outlined in the partnership agreement.

### **Chronological Partner Engagement Plan**

This document outlines the required project partners in the chronological order they are needed to ensure a smooth and logical project flow, from initial concept to final sales and closeout.

### **Phase 1: Foundation & Feasibility (Weeks 1-2)**

*These partners are essential to establish the project's viability and legal foundation.*

1. **Owner's Representative (Developer):** The initial driving force who conceives of the project, develops the core WNYMM concept, and leads the effort to secure the first essential partners.
2. **Land Partners (5):** Critical to secure early on, as their commitment to contribute their properties forms the physical basis for the entire project.
3. **Attorney (Real Estate & Development):** The first professional partner needed to begin structuring the land consolidation, form the business entity (LLC), and draft the foundational partnership agreements.

### **Phase 2: Pre-Development & Design (Weeks 2-5)**

*With the foundation in place, this phase focuses on creating the project's vision, design, and the materials needed to attract further partners.*

1. **Marketing & Pitch Deck Specialist:** Engaged early to translate the vision into a compelling proposal deck. This is a crucial tool for attracting all subsequent partners.
2. **Architect:** Brought on to create the initial concepts, renderings, and site plans that are necessary for both marketing to partners and for initial discussions with the town.
3. **Civil, Structural, & MEP Engineers:** These partners work alongside the architect to ensure the design is feasible and to develop the detailed plans required for zoning and permit applications.
4. **Efficiency Expert:** Joins during the framework setup to design and implement the decision-making and voting systems that will be used by all partners throughout the project.

### **Phase 3: Pre-Construction & Financing (Weeks 6-15)**

*This phase focuses on planning the physical build and securing the necessary capital.*

1. **Construction Developer:** Engaged to provide critical pre-construction services, including detailed cost estimation, value engineering, and creating the master construction schedule.
2. **Financial Advisor/Accountant:** Needed to finalize the project budget, structure the cash partner program, and set up the financial tracking systems for the project.
3. **Cash Partners:** Outreach begins in earnest once the legal framework, initial designs, and budget are established, providing the necessary liquid capital for the project.

### **Phase 4: Construction (Weeks 18+)**

*This is the execution phase where the physical building is constructed.*

1. **Key Subcontractors & Suppliers:** These partners are brought on by the Construction Developer according to the construction schedule to perform the physical work, from demolition and foundation to interior finishes and landscaping.

### **Phase 5: Sales & Project Closeout**

*This phase begins during construction and concludes after the project is complete.*

1. **Sales & Marketing Firm (Real Estate Brokerage):** Engaged as construction progresses to begin pre-selling units and developing the marketing campaign for the finished property, ensuring a successful sell-out and project completion.