Sustainable Operations Model for The Hub Innovate

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Why The Hub Innovate?

"to create a motivating work environment where businesses of all kinds can learn from each other, make connections, develop new skills, and get inspired to reach the next level."

From
https://www.forbes.com/sites/michellegreenwald/2018/04/02/a-new-wave-of-innovation-hubs-sweeping-the-world

The Hub Innovate Organizational Structure:

Professional Programs

- Educational Courses
- Market Research
- Project Management

Community Programs

- Community Engagement
- Incubation Lab
- Research Services

Professionally managed programs for customers

Educational and marketing events for the community

Generate revenue for profit

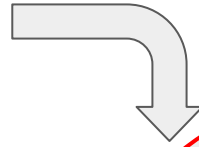100% Volunteer run

Program Managers, Contractors

Board Of Directors, Volunteers

Why Sustainable Operations Model?

Financially sustainable operations model is achieved with a financial plan that includes opportunities to generate revenue for the Hub Innovation continuous operations.
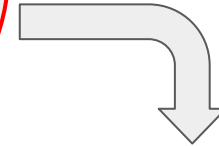
Sustainable Operations Model

Marketing:
Community Programs bring potential customer leads

Sales:
Turn potential customer leads into customers

Prepare Proposal with Budget

Hire Talent

Products and Services:
Create and run *Professional Programs*
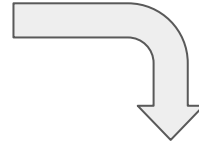
Example: The Job Fair Program

The Job Fair program is a one day event that is organised and hosted by The Hub Innovate to connect employers with job seekers.

It is an example of a professional program that is created and run following the sustainable operations model in this work.
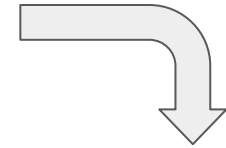
Job Fair Program

Marketing:
A meetup event on blockchain hub to promote the Job Fair program

Sales:
Contact potential employers to raise funds for the job fair

Prepare proposal with budget for venue and program manager

Hire program manager

Products and Services:
Book venue, advertise, arrange and clean space, meet employers and applicants

The role of the Volunteers

The marketing and sales activities are run by volunteers.

Creating a motivating reward system for the volunteers will ensure success.

Reward system for Volunteers

Professional Program Discounts

Leadership Skills

Grow Professional Network

Have Fun

Summary

A sustainable operations model is a creative mix of all four ingredients: Community Programs (free), Professional Programs (paid), Volunteers contributions and Volunteer reward system.