

## UVU's Milestone Management Incubation

Purpose: All tenants selected to participate in UVU's incubation program will agree to comply with a Milestone Management Plan for incubation. This plan will be presented to the tenant's management to be included as a part of the lease agreement. After the plan has been submitted by the tenant to landlord this joint agreement will become a part of the lease. The joint agreement will be the measuring stick for determining successful progress. Incubation through the milestone management plan will be the key to a successful tenant.

The following are the management milestones. Some milestones are not applicable and should be dropped. Some milestones are already accomplished. Please identify milestones applicable to your company and set start dates and completion dates for applicable milestones over a two (2) term. Many milestone activities will run concurrently. From this plan a bar chart of the two year plan will be published.

Following:

### **Milestone one: Mobilization**

	<u>Start Dt</u>	<u>Compl Dt</u>
• Setting up office, files, phones, Fax, copiers and furniture	_____	_____
• Setting up work space	_____	_____
Conditions of office and work space rental		
1. \$10 sq. ft. for office space annually.		
2. \$10 sq. ft. work space annually.		
3. Lease includes power, sewer, water, snow removal		
4. Space is wired for phone and fax		
5. No reception service		
6. Includes janitorial services		
• Moving in inventory and product	_____	_____
• Acquiring equipment and supplies needed to operate	_____	_____
• Review memberships needed to operate	_____	_____
• Sign Incubator Agreement	_____	_____
• Announce business and location	_____	_____

### **Milestone two: Organization**

• Incorporation or other type of business entity	_____	_____
• Legal requirements & formalize business name	_____	_____
• Corporate by-laws (if corporation)	_____	_____
• Article of Incorporation or Articles of Organization	_____	_____
• Set up business licenses, fees, deposits	_____	_____
• Meet all governmental requirements(P/R taxes ETC)	_____	_____
• Management chain/organizational chart	_____	_____
• Operational authority	_____	_____
• Financial authority	_____	_____

- Organizational goals and schedule \_\_\_\_\_
- Business letterhead, business cards, logo \_\_\_\_\_
- Domain name for website \_\_\_\_\_
- Operating bank account \_\_\_\_\_

**Milestone three: Research and Development**

- Start to finish Timeline \_\_\_\_\_
- Product R&D name \_\_\_\_\_
- Product function or application names \_\_\_\_\_
- Product effectiveness and success in application \_\_\_\_\_
- Product test for safety, application, liability, feasibility \_\_\_\_\_
- Research on products components, availability, cost, quality \_\_\_\_\_
- Assembling or manufacturing product, prod. best practices \_\_\_\_\_
- Costs and physical facilities for production \_\_\_\_\_
- Uniqueness of product \_\_\_\_\_
- Marketability of product \_\_\_\_\_
- Packaging of product \_\_\_\_\_
- Transportation/shipping of product (protection) \_\_\_\_\_

**Milestone four: Financial Requirement**

- Cash flow \_\_\_\_\_
- Business plan with financial plan \_\_\_\_\_
- Roll out schedule \_\_\_\_\_
- Funding, visit banks, credit unions, equity partners, angels  
government funding institutions and “boot strap” \_\_\_\_\_
- Collateral available for funding, personal assets,  
contracts, purchase orders and co-signer \_\_\_\_\_
- Arrange line of credit and term loans if necessary –  
place in cash flow and financial plan \_\_\_\_\_
- Allow for growth potential in funding arrangement \_\_\_\_\_
- Goal formula after break even \_\_\_\_\_
- Plan for equipment and inventory needs \_\_\_\_\_
- Plan for physical facilities \_\_\_\_\_
- Set financial authority, caps, limits and extensions \_\_\_\_\_
- Reduction/elimination of debt \_\_\_\_\_
- Reduction or elimination of equity investors \_\_\_\_\_

**Milestone five: Production**

- Production capabilities \_\_\_\_\_
- Production limitation \_\_\_\_\_
- Production volume schedule \_\_\_\_\_

- Manpower \_\_\_\_\_
- Production location \_\_\_\_\_
- Raw materials \_\_\_\_\_
- Production costs \_\_\_\_\_
- Unit price of product \_\_\_\_\_
- Quality assurance \_\_\_\_\_
- Safety \_\_\_\_\_
- Waste \_\_\_\_\_

**Milestone six: Marketing Plan**

- Identify target customers \_\_\_\_\_
- Sales goals \_\_\_\_\_
- Marketing organization and sales responsibilities \_\_\_\_\_
- Marketing roll out \_\_\_\_\_
- Markets – local, national, international \_\_\_\_\_
- Markets – demographics, psychographic, geographic \_\_\_\_\_
- Consumers \_\_\_\_\_
- Paid and unpaid media \_\_\_\_\_
- Advertising \_\_\_\_\_
- Consumer testing \_\_\_\_\_
- Pricing strategy, discount, quantity, quality \_\_\_\_\_
- Packaging/colors/logo \_\_\_\_\_
- Transportation \_\_\_\_\_
- Distribution channel, multi-level, exclusive, big box, web, catalog \_\_\_\_\_
- Commissions \_\_\_\_\_
- Bonuses and incentives \_\_\_\_\_
- Free samples \_\_\_\_\_
- Gratis distribution to special/unique consumers \_\_\_\_\_
- Marketing costs/profit margins \_\_\_\_\_
- S.W.O.T analysis \_\_\_\_\_
- Industry analyst \_\_\_\_\_

**Milestone seven: Roll Out**

- Milestones accomplished \_\_\_\_\_
- Established name ID of product \_\_\_\_\_
- Established reputation for quality \_\_\_\_\_
- Ability to meet demand \_\_\_\_\_
- Offices and production location \_\_\_\_\_
- Detach from UVU agreement \_\_\_\_\_
- Consider Board make-up \_\_\_\_\_

- Consider compensation package for EX & Employees \_\_\_\_\_
- Consider return to equity partners \_\_\_\_\_
- Bonuses and incentives for executives and employee \_\_\_\_\_
- Pension/Health insurance \_\_\_\_\_
- Tax planning \_\_\_\_\_
- HR/Efficiency planning/audit \_\_\_\_\_
- Take-over or buy-out \_\_\_\_\_

Other: