

**NOVA WEB DEVELOPMENT
CO-OPERATIVE**
Business Plan

Executive Summary

Mission Statement

NOVA Web Development's mission is to provide high-quality, customizable website development and software solutions to organizations working towards human progress and equity while providing our own workers with a cooperative, democratic and empowering workplace. NOVA Web Development also prioritizes training and providing work opportunities for a diversified workforce.

Product

We offer web page design and web application development using the latest open web standards and free software tools.

Customers

The target audiences for NOVA Web Development are progressive organizations such as labor and community organizations, academic institutions, non-profit organizations and small business enterprises who want to increase productivity and reduce overhead costs. Specially, we specialize in developing web application tools to organize employees such as membership management, meeting attendance, online discussion forums, and secure anonymous online voting.

Future of the Company

Although the web development field is highly competitive, we believe that readily available software tools will be more maintainable and extensible. With that in mind, we have chosen Python software components and have integrated with other software applications, including Tendenci, an association management system (AMS) and an online voting system called Helios. In doing so, we are also contributing to the further development of these products.

Company Description

Mission Statement

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Principal Members

Douglas Cerna	Senior Developer and Project Management
Kevin Cole	Senior Developer
Jeffrey Elkner	Project Management, Networking/Marketing
Louis Elkner-Alfaro	Accounting, Business Management, Networking/Marketing
Edzon Quinteros	Web Developer
German Tejada	Web Developer
Natalia Cerna	Graphic Designer

Legal Structure

NOVA Web Development is an S Corporation with multiple members that manage the business according to the principles as defined by the International Co-operative Alliance. As a cooperative we manage our company democratically. We make decisions about our customers' needs and how to best distribute and manage our work.

Market Research

Industry

NOVA Web Development will provide a new tool called "Libre Organize" which will integrate membership management, Meeting Attendance, Online discussion forums for members, validate and a secure, validated, anonymous online voting. The goal is to provide a customized AMS plus front end development to progressive organizations, typically non-profits. Generally, organizations such as AEA (Arlington Education Association) and NOVALACIRO (Northern Virginia Latino Civil Rights Organization) are test cases. Capterra, a software solutions company conducted a survey that notes,

“...at the lower end of the spectrum, non-profits were the least likely to use a CRM (customer relationship management) at just 4% of respondents. The lack of CRM usage could be because nonprofits are notoriously slow to adopt new technology due to lack of funds and technological know-how. Or, it could be because they are using donor or membership management software to keep track of interactions with stakeholders, but since they don't have ‘customers’ in the traditional sense, they don't consider the software to be a CRM.”¹

We at NOVA Web Development seek to increase the use of technology for progressive non-profits and educated them on the benefits and value of software at their organizations. The current lack of technological expertise at many non-profits translates into potential customers.

Detailed Description of Customers

The target customers for NOVA Web Development are progressive organizations. Our initial plan for sales and marketing is to offer our services to Our Revolution, National Education Association (NEA) and New Virginia Majority. These are the three organizations with whom we currently have the strongest connection and trust. Over the past four months we have been developing our product providing service to a local offices of the NEA and Our Revolution. By developing our software through direct partnerships with these offices, we are able to develop organizing tools well-tuned to the functioning of those organizations. Both of these organizations will provide for our yearly financial needs. In 2016-17 the NEA donated \$250,000 to the Corporate Action Network, an affiliate of the Action Network Fund which developed the Action Network organizing software. In 2018-19 we plan to compete for the funds given to the Corporate Action Network. Those funds will be sufficient to provide services to the NEA and for the financial security of our cooperative.

Company Advantages

NOVA Web Development's primary advantage is our ethical commitment to free software and cooperative ownership. In the software industry, the conflict between free and proprietary software is at the heart of an ethical and political question. Proprietary software limits freedom by giving proprietary software owners power over the user by restricting their access to their products. With free software, users are empowered because they have the freedom to use and share the software with others. Free software is a commitment to common ownership and equality. Software, like knowledge, is reproducible at low to no cost, meaning that once development costs are paid for, all subsequent charges are profit.

¹ <https://www.capterra.com/customer-relationship-management-software/user-research>

Regulations

NOVA Web Development meets the Virginia state and Arlington County regulations concerning businesses in the development field.

Service Line

Product/Service

1. Libre Organize (Organizations & Unions)
 - Membership management
 - Meeting Attendance
 - Online discussion forums for members
 - Secure and validated anonymous online voting
2. AMS Websites (Small Businesses)
 - CMS (Content Management System).

Pricing Structure

NOVA web Development will offer its services at the following hourly rates:

Name of Worker	Hourly Wage
Douglas Cerna	\$60.00/hour
Edzon Quinteros	\$20.00/hour
German Tejada	\$20.00/hour
Kevin Cole	\$100.00/hour
Contractors (as needed)	\$20-\$30/hour

Product Lifecycle

All services are ready and available to be offered to clients upon request, pending approval of contracts.

Research and Development

NOVA Web Development will continue to identify trends in software solutions that may provide potentially competitive automated services in order to ensure NOVA Web Development continues to carefully carve its niche in the marketplace.

Marketing & Sales

Growth Strategy

- Online advertising and marketing
- Networking at events and community organizations
- Word of mouth

Communications with the Customers

- 24-hour response time, until established and able to hire full time customer service
- Use of Gitlab, a communications tool, to identify project issues and questions
- Customer Surveys requesting feedback and satisfaction levels

How to Sell

- Online advertising
- Networking at events and community organizations
 - Political organizing events
 - Community organizing events
 - Cultural events
 - Educational events
- Word of mouth