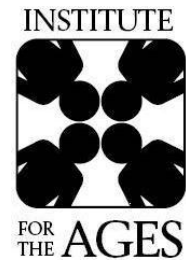


# Institute for the Ages

## Business Plan: Phase I Summary



SCOPE hired RTI (Research Triangle Institute) International to clarify the business model and develop a business plan for the Institute for the Ages (Institute). The business plan will be completed in the first quarter of 2010. This is a progress report of the first phase that was presented to the Institute's Steering Committee in September.

RTI identified and profiled more than 60 organizations, and interviewed key staff at eight of those. They collected information about start-up/ramp-up, operations, and revenue-generating programs/services. They also invited the eight national organizations to react to the basic concept of the Institute. Tentative vision, mission and values statements for the Institute were formulated.

### What People Said About the Institute:

- "The concept is very compelling: here is a population that is at the vanguard of this major demographic shift."
- All the organizations that RTI spoke with were excited about the idea of an Institute for the Ages in Sarasota. They saw it as an opportunity to be ahead of the curve. There was positive reaction to the possibility of collaborating with the Institute as it moved forward.

### Steering Committee Decision:

The steering committee reflected on the research and evaluated the viability of the Institute. Committee members enthusiastically recommended that RTI move forward and begin the second phase of their research.

### Phase II:

RTI has begun the market analysis and *strawman* testing of the Institute concept. A report on the Phase II findings is scheduled for early December.

### Steering Committee:

**Kathy Baylis**, Economic Development Corporation of Sarasota County; **Tom Coler**, Buyer's Broker of Southwest Florida; **John Dart**, Ruden McClosky, SCOPE Board; **Harry Hobson**, Plymouth Harbor, Inc; **Art Mahoney**, Small Business Development Center, State College of Florida; **Dan Miller**, Neighborhood America, SCOPE Board; **Kevin O'Neil**, MD, Brookdale Senior Living; **Nancy Schlossberg**, EdD, retired educator, author, SCOPE Board; **Larry Thompson**, Ringling College of Art and Design