

GEO BON Business Plan

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Why do we **need** a business plan?

- To transition from thinking about what we want to do, to actually doing it, we need to understand the resource needs, where they may come from, and how they should be allocated.

What we can do for Euro ~30k/y

(and voluntary contributions of time and support)

[Our current status]

- Support one full-time executive officer
- Telcons, email and website
- Whatever meeting attendance, product development and delivery occurs through the self-funded activity of our partners

What we minimally need

- Executive officer and office running (secured)
- One steering committee meeting/y
 - Euro 10000
- Contribution to 8 task group activities
 - $8 \times 5000 = \text{Euro } 40000$
- Attendance by GEO BON rep at ~4 stakeholder meetings/y
 - $4 \times 2000 = \text{Euro } 8000$
- **Total Euro 58 000/y additional**

What we really need

- Executive officer & and office support 30000
- SC meeting support and stakeholder meetings 18000
- WG support 40000
- Full-time IT architecture support 60000
- Initiatives 3/year @ 100 000 each 300000
- **Total 448000**

Income options

- One, large proposal to a single funder
- Several proposals for specific projects, to different funding agencies
- Requests to individual countries or member organisations for meeting support
 - Over and above their voluntary support of individuals