



Specification Based Working Group Cost Model

Agenda

- > Estimate Assumptions
- > Working Group Estimate
- > Proposal
- > One-time Setup Activities
- > Ongoing Support Activities
- > Out-of-scope Items

Estimation Assumptions

- > The following estimates are based on understanding of the working group
 - Objectives
 - Scope
 - Membership structure
 - Governance structure
- > Built assuming the following program plan elements:
 - Implement the EFSP
 - Implement a non-standard branding program not based on membership
- > The estimate represents the anticipated costs the Foundation will incur to establish and support the working group
 - Steering Committee will be asked to budget covering
 - Setup costs
 - Annual operating costs

Working Groups Cost Estimate

One-time Setup Costs	Internal Cost to EF
Costs related to the creation of the Working Group	TBD
Annual Operating Costs	
Annual costs to operate the Working Group	TBD
TOTAL YR 1 COSTS	TBD
TOTAL 3 YR COSTS	TBD

Proposal

- > The Foundation proposes the annual working group annual budget be set at \$TBD
 - Membership commitment of TBD years
- > Work with initiating companies to review membership pipeline and develop a tiered fee schedule based on annual revenue as with other working groups

Corporate Revenue	Annual Fees
Annual Corporate Revenues greater than \$1 billion	\$TBD
Annual Corporate Revenues greater than \$500 million but less than or equal to \$1 billion	\$TBD
Annual Corporate Revenues greater than \$100 million but less than or equal to \$500 million	\$TBD
Annual Corporate Revenues greater than \$10 million but less than or equal to \$100 million	\$TBD
Annual Corporate Revenues less than or equal to \$10 million	\$TBD

One-time Setup Activities

Draft Working Group Charter
Identify Potential Participants
Recruit Initial Working Group Members
Create and Promote Recruiting Materials
Identify Required Infrastructure
Finalize the Working Group Charter
ED Approves WG Charter
Organize joint Steering and Specification Committee
Issue Press Release at Launch
Set-up forge
Support the Implementation of Website
Design Working Group Logos
Develop Trademark Agreement
Develop Brand Usage Guidelines
Set-up Mailing Lists
Non-standard - Consulting on application of "SP"
Legal Fees for Developing Agreements
Draft Participation Agreements - Corporate and Individual
Outreach/admin of trademark agreements

Ongoing Operating Activities

Governance and Processes
Program Management Consultation
Participate in joint Steering and Specification Committee
Marketing and Brand Consultation
Ecosystem Development
Member Recruitment and Trademark Agreement Execution
Market Management
Develop and Execute PR & AR
Event Coordination
Event Marketing
Plan and Execute Virtual Events
Infrastructure
Website Support
Other Activities
Maintain/manage "SP"
Maintain/manage Branding Program
General administration/oversight of WG governance (elections, agenda, minutes, etc.)
Outreach/admin of trademark agreements

What is Not Included - Out of Scope

<u>One-time Setup Activities</u>
Develop a Marketing Plan
Develop a Program Plan
Describe Services
Organize Marketing & Brand Committee
Set-up Social Media Accounts
<u>Ongoing Operating Activities</u>
Participate in Marketing & Brand Committee
Coordinate Presence at Conferences / Trade Shows
Create Content (e.g. flyers, white papers, eBooks)
Manage Social Media
Conduct Market Research and Analysis (e.g. surveys)



Thank You