



BOLDLINE ACCELERATOR (P3 Cohort 1)
Partnership Development Proposal
Submitted November 28, 2017

Name of organization submitting partnership

intuitiveBLU Consulting Group LLC, parent company
intuitive Civil Society (intuitiveCS), proposal product

Full address and postal code

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For profit or not for profit

For profit

Industry affiliation (ie. Health care, aviation, energy)

Strategic communications, civil society, development, democracy and governance

Links to biographies of the participants or LinkedIn profiles (preferable)

Dustin Benedict, Principal (<https://www.linkedin.com/in/dustinbenedict/>)
Thomas Wilcox, Creative Director (<http://www.intuitivecivilsociety.com/boldline-profiles>)
Learn more about us (<http://www.intuitivecivilsociety.com/about-us>)

A full list of the intuitiveCS advisory group can be shared. Members represent civil society, development communications, media production, and business backgrounds.

Has your organization partnered with the U.S. Government? Describe.

None to date. However, our team has many years of work as government contractors.

What stage is your partnership business plan (new idea, existing program going to scale)

The platform has been developed and tested in limited numbers (www.intuitivecivilsociety.com).
We are ready to introduce the product to targeted interests in the marketplace in order to continue refining the intuitiveCS model.

Understanding the intuitiveCS platform

Sign in (dummy account)

1. www.intuitivecivilsociety.com → Member login
2. Login: verification@intuitivecivilsociety.com / Password: Boldline
3. Once in the dashboard, we recommend making a claim (“Claim Points”) and submitting as many submissions as you would like (you can use the proposal document for verification). Otherwise, feel free to explore the site once logged in.

Blog – We like to think big, but we’re always focused on the in-between.

(<http://www.intuitivecivilsociety.com/blog/the-in-between/>)

FAQ – Innovation sometimes takes a little extra explanation.

(<http://www.intuitivecivilsociety.com/faq>)

Problem Statement (250 words max)

Describe the problem you are trying to solve and any relevant background information. Address the impact and innovation potential of your idea given the status quo.

Problem. Civil society organizations (CSOs) and non-governmental organizations (NGOs) are limited in how they build networks, foster partnerships, and ultimately, positively impact government policy.

One fundamental reason for this limitation is that individual CSOs/NGOs haven't sufficiently developed core strategic communications abilities. Without a strong culture of strategic communications, government lobbying, beneficiary/constituent outreach, donor relations/business development, and broader network/partnership building efforts suffer. Collectively, the broader CSO/NGO sector becomes marginalized as a force of positive political, economic, and social development.

The basis of this proposal is a digital platform, coupled with field-level interventions, that seeks to build stronger organizational communications capabilities aimed at more effective CSO/NGO engagement with government, beneficiaries/constituents, partner institutions, and the private sector. Our long-term vision is contributing to stronger CSO/NGO sectors across the world by helping local organizations utilize modern digital networking, social media, and partnership building approaches.

Innovation. The intuitiveCS proposal offers a responsible application of innovative methods to long-standing problems. Internet access, building a digital presence, global networking for local organizations is a reality that CSO/NGO sectors must embrace if they want to be a meaningful contributor to the world around them. We want to continue pushing those boundaries.

Scalability. The product is designed to be launched world-wide, targeting organizations and partners in developing countries with an active and fledgling CSO/NGO sector. The two biggest scalability limitations are language (not all operate in English) and connectivity (not all have access to the internet). Even with these limitations, there is still tremendous scalability potential.

Idea (250 words max)

What is the core concept for the partnership? How will working in a partnership obtain the outcome that is required? How does this align to U.S. interests?

We aren't selling pizzas. Our product requires a deeper level of engagement than direct advertising. We are looking for partners that can put us in front of the right groups and help frame our product appropriately; partners that see the potential, share our enthusiasm, and are brave enough to try things a little bit different. We will target partners at three levels:

1. Local/regional partners which can directly engage CSOs/NGOs and introduce the intuitiveCS model at the organizational level. Expected outcomes: a) traffic/organizations using the site, b) further tailor the product to end-user needs, and c) establish a base network of organizations and user-content to further engage "higher" level partners.
2. National partners which can help strengthen CSOs/NGOs on a sector-level, convening local/regional CSOs/NGO interests. Expected outcome: a) ensure that local/regional level organizations can have impacts at the national-level, b) offer national-level partners with access to local/regional-level information and relationships, and c) allow intuitiveCS to create in-roads to impact national-level CSO/NGO sectors.
3. International partners creating meaningful linkages across CSO/NGO sectors globally. Expected outcome: a) introducing local organizations/end-users to a global network, b) linking national-level partners with a global network, and c) helping international actors better engage and develop solutions for national/local/regional CSOs/NGOs and networks.

The US government has invested heavily in individual CSOs/NGOs, networks, and broader CSO/NGO sectors to play a stronger role in stabilization efforts. The proposal offers the US government an organic, local-level approach which feeds into national and international interests, in countries across the world.

Resource Requirements (250 words max)

Describe what is needed to implement your idea (resources, stakeholder buy-in, legal requirements, etc.). Address the feasibility of your idea.

Engaging people, companies, institutions. Our priority is introducing the intuitiveCS model to the market through engagement with interesting, thoughtful, and honest perspectives. These engagements will allow us to further pursue the following:

1. *Tailoring the product.* The current site is a base concept. It will need further refinement to meet the needs of users and partners.
2. *Building-out a complementary ground-level presence.* intuitiveCS requires a complementary field-based component to its digital platform, which it will further tailor based on outcomes of partnership development efforts.
3. *Determining technical staffing/contributor needs.* Partnership outcomes will allow us to better understand technical needs and determine which professionals/contributors are most appropriate.
4. *Launching comprehensive advertising /outreach campaigns.* Engaging with partners and further defining the intuitiveCS model will drive more refined and targeted advertising and partnership development campaigns.
5. *Establishing business model fundamentals.* Partnership engagement will allow us to further refine, formalize, and market a compelling and fundamentally sound business model.

Feasibility? Building on global digital growth in recent years, there's tremendous opportunities for stronger NGO/CSO digital networking and communications interventions as developing countries offer greater internet access and social networks become more segmented.

A core feasibility challenge is whether organizations find individual value in the intuitiveCS product and collectively utilize the product on a large-enough scale. The second challenge is building the intuitiveCS model into a viable commercial product that sustains itself and evolves with its users and partners. We believe, absolutely, that these challenges can be addressed; partnership engagement helps us answer the how.

Best Potential Partners (250 words max)

Describe ideal partners (from 2-10) or types of partners that would make for a successful partnership.

Individual CSOs/NGOs are considered end-users under this proposal.

Primary

- CSO/NGO networks (regional, national, international) that can provide direct access to CSOs/NGOs and help establish the credibility of intuitiveCS amongst its members.
- USAID/DoS contractors/INGOs (and accompanying field implementing partners) working in the civil society/democracy and governance sectors that provide intuitiveCS access to national-level networks and partners (international).
- National government agencies/bureaus/ministries (and regional/local extensions) seeking to create better linkages with the CSO/NGO sector within their country (national, regional, local).
- Social media institutions and users that can help promote intuitiveCS strictly in the digital realm (international, national).

Secondary

- Universities that can use intuitiveCS to 1) offer students real-world learning/case-study projects across a range of technical areas (marketing/PR, business/social enterprise management, ICT/web development); 2) establish internship opportunities; or 3) contribute to CSO/NGO sector-level research (international, national, regional).
- Media production or PR/strategic communications companies that can provide training, consulting, or production assistance through intuitiveCS (international, national, regional).
- National workforce development initiatives that can facilitate internships or other job opportunities through intuitiveCS (national, regional).
- Technical freelancers (strategic communications, production, social enterprise entrepreneurs) that can deliver content, training/consulting, or general advisory services through intuitiveCS (international, national, regional).
- Individuals in developed countries who are interested in donating small amounts of money for CSO/NGO advertising, outreach, advocacy campaigns or other local-level initiatives.

The “Secondary” list represents the potential reach of intuitiveCS partnership development efforts. Not all secondary partners may be appropriate. They will be assessed more completely upon further definition of the intuitiveCS model through “Primary” partner engagement.

Ideal End State (150 words max)

Describe what success will look like with the implementation of your idea. Address the impact of your idea and its innovation potential.

Immediate-term (participation in Boldline)

1. Walk away with more enthusiasm than we can handle, but with a laser focus and concrete plan related to partnership outreach/marketing, product refinement, and business development.
2. Establish meaningful contacts and a plan of action to continue engagement.
3. Identify and prepare for tangible proposal/pitch leads.

Mid-term (1-2 years)

1. Implement digital and complementary field-based initiatives, partnered with groups/institutions that share our vision and enthusiasm for applying innovative solutions to CSO/NGO sectors globally.
2. Foster an active and growing digital network of CSO/NGO users offering dynamic user-/intuitiveCS-generated content and value-adding functions.
3. Establish a commercially viable business model that addresses core sustainability considerations.

Long-term (5 year)

Imagine the power of a global network of 10,000+ CSOs/NGOs individually working to improve how they communicate, collectively strengthening CSO/NGO sectors across the world.

Who, then, would pay to access that network? That's the vision driving us today.