



Social  
Innovation  
Collaboration

# Flourish

## A Bakery with a Mission

- **Vision** -The “Flourish” Bakery Program will create an environment to learn a creative skill that will offer potential healing, esteem building and built-in feedback to increase self worth. A commercial food-service kitchen will set the stage for this transformative experience
- **Basis for Business** - The purpose of the Flourish Bakery, 501c3 will be to develop a self-sustaining revenue stream to maintain the Flourish Bakery Training employee rehabilitation program.

# Flourish (pronounced Flurish)

## Why a bakery

- To teach skills and create jobs for unemployed
- Create a salable product for the public and non-profits
- Three social enterprises recognized a need for bakery. They then included a 4<sup>th</sup> non-profit who had space available

## Why not a bakery

- Business plan identified the following
  - \$100,000 plus in start up and first year costs
  - Large investment to employ and train 3 people (at a time)
  - Location verses demand (competition)

# Flourish Results

- Business plan shared with a local non-profit who had space, desire to start a and a different mission.
- Grant monies returned to Oshkosh Community Foundation and JJ Keller Foundation.
- A business plan has been developed for a bakery. The idea can be revisited, in the future, as things change within the organizations and the community.

# Sober Living Housing

## OASIS- opportunities for Achieving Stability In Sobriety

- **Why?** – People entering recovery need a supportive and structured environment to begin their recovery journey. People living in Sober Living or Recovery Residences double their chance for maintaining long term recovery.
- **Basis for Business** – Our community, Mooring Programs and Nova Counseling Services have a need for safe, "clean", housing after treatment. STEP Industries can provide and manage housing with a goal of becoming self sustaining.
- **Vision** -A place (home) for creating a supportive community for people in early recovery to live in safe, clean environment.

# OASIS –Level 1, 2, and 3

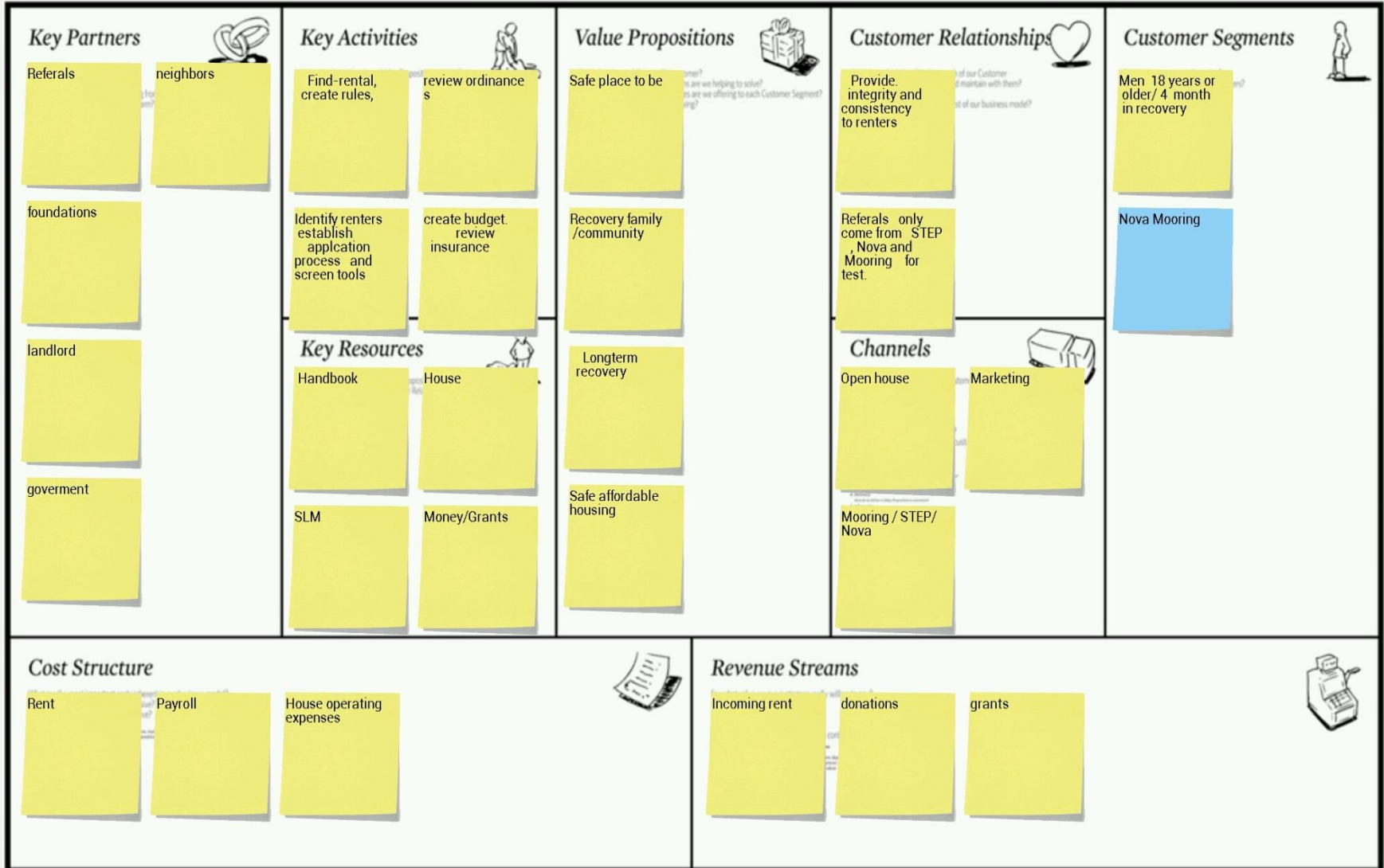
PHASE	LEVEL 3	LEVEL 2	LEVEL 1
NAME			
DESCRIPTION	SOBER LIVING	SOBER LIVING	INDEPENDENT LIVING
MODEL	PRESCOTT MODEL	OXFORD MODEL / STEPPING STONE	R2 MODEL
LOCATION	OSHKOSH/NEENAH	OSHKOSH/APPLETON/NEENAH	OSH/APPL/NEENAH
BEDS	8	6-8 / IDEAL	3 OR 4
LENGTH OF STAY	6-9 MONTHS	6 MONTHS TO 5 YEARS	ON GOING
SOBRIETY REQUIREMENT	30 DAYS	30 DAYS	6-9 MONTH
MONTHLY COST	\$500-600	\$400-600	\$300-350
ADMISSION FEE OR DEPOSIT	1 MONTH'S	\$300-600	1 MONTH'S
ADMISSION PROCESS	REFERAL, APPLICATION,	REFERAL, APPLICATION,	REFERAL, APPLICATION,
ON-SITE MANAGER	YES	YES	NO
CITY ORDINANCE	TBD	TBD	NO
DHS 75	NO	NO	NO
DHS 83	NO	NO	NO
COMMUNITY ADVISORY COMMITTEE	TBD	TBD	NO
HOUSE RULES	YES / RIGID	YES	YES
ENFORCER	HOUSE MANAGER	HOUSE MANAGER	SL MANAGER
HOUSE MEETINGS	DAILY	WEEKLY	OPTIONAL
PROGRAM EXPECTATION	YES	YES	YES
ABSOLUTE SOBRIETY	YES	YES	YES
MEDICATION ASSISTED TREATMENT	NO	NO	TBD

# The Business Model Canvas

Designed for:

HUGH / JAMIE / MICHELLE

## Level 1 Men's



# Level 1 Trends and Influences

<ul style="list-style-type: none"><li>· <b>Market Forces</b><ul style="list-style-type: none"><li>o Growing Market</li><li>o Affordable Care Act<ul style="list-style-type: none"><li>§ Driving out private programs</li></ul></li><li>o Need in the Valley</li></ul></li><li>· <b>Macro-Economic Forces</b><ul style="list-style-type: none"><li>o There is a need for sober living</li><li>o Market sees a need (decrease recidivism)</li><li>o We may be the first to enter market</li><li>o Landlords want to rent</li><li>o Some startup funds are available</li><li>o Bus Line must be close</li><li>o Stores (grocery, basic needs) must be close</li><li>o Rent</li><li>o Insurance</li><li>o Payroll</li><li>o Parking</li><li>o Competition</li><li>o Supervision, find part-time person (is part time enough?)</li></ul></li></ul>	<ul style="list-style-type: none"><li>· <b>Industry Forces</b><ul style="list-style-type: none"><li>o Industry Competition<ul style="list-style-type: none"><li>§ Oxford</li><li>§ Roots</li><li>§ Prescott</li><li>§ Cots (\$260 a month)</li></ul></li><li>o No local competition YET</li><li>o County will be a partner (they see value)</li><li>o Stakeholders are funders</li><li>o Need in the valley</li></ul></li><li>· <b>Key Trends</b><ul style="list-style-type: none"><li>o Acceptance of Sober Living</li><li>o 30% -35% of monthly income for rent</li><li>o Renter will be low income</li><li>o People need help NOW</li></ul></li></ul>
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