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 IMC 303

Executive Summary

I'm here to discuss how BAYCAT can best strategically allocate its resources between the philanthropic giving and business sides of the company so as to maximize the company's growing impact and reach. Since BAYCAT is currently looking to expand its impact and reach by partnering with 25 new companies, the main objective is to find the right balance between the philanthropic and business branches that will help the company achieve this goal. Given the above mission, I recommend that BAYCAT focus 75% of its efforts on the BAYCAT Studio (business side) and 25% of their efforts on the BAYCAT Academy (philanthropy side).

Alternative Solutions

- 1. 75% Business, 25% Philanthropy-** with this structure, BAYCAT will prioritize its Studio and focus on a growth in revenue through content creation, while also devoting some time to the philanthropic efforts of the Academy.

Pros	Cons
<ul style="list-style-type: none"> ● An increase in revenue from BAYCAT Studio ● A focus on the business side will create more partnerships which will generate more exposure ● More exposure will lead to more employment opportunities for students at the Academy ● Enough focus is still on the philanthropic side so that the company stays true to its mission ● Enough focus is still on the philanthropic side as to entice businesses to partner with BAYCAT over a media/marketing company that's 100% business oriented 	<ul style="list-style-type: none"> ● Less resources are allocated to the Academy ● Potential loss of donors and philanthropic revenue ● Might need to hire people outside of the Academy to bring business expertise and help build partnerships

- 2. 50% Business, 50% Philanthropy-** with this truly hybrid model, BAYCAT will focus equally on supporting the Studio and the Academy.

Pros	Cons
<ul style="list-style-type: none"> ● Equally highlights both sectors of BAYCAT ● In coherence with the company's mission statement ● More resources are given to the Academy, benefitting the students by providing them with a higher level of expertise ● Keep strong connections with donors and gain philanthropic revenue 	<ul style="list-style-type: none"> ● Harder to reach goal of partnering with 25 new companies, since fewer resources will be given to marketing ● Quality of videos won't be as professional because the revenue from the business side will have decreased ● With this lack of resources on the business side, it is

	possible that the company will be viewed as purely philanthropic in its endeavors and not a strong enough media/marketing company to hire
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3. 25% Business, 75% Philanthropy- with this structure, BAYCAT will prioritize its Academy and focus on its philanthropic mission, while also devoting some time to its Studio and business revenue.

Pros	Cons
<ul style="list-style-type: none"> ● Will be viewed as mostly a philanthropic company, allowing BAYCAT to focus on the Academy and its mission to empower underserved kids to tell their stories ● Keep relations with donors and philanthropic revenue ● Will allocate a significantly large amount of resources to the Academy, directly benefiting students by providing them with a higher level of expertise ● Won't have to hire people with business expertise to help grow the Studio side of the company 	<ul style="list-style-type: none"> ● Reaching the goal of obtaining 25 new partners for the company will be impossible to achieve ● Will have to heavily rely on fundraising to sustain the Academy program and the Studio business as well ● The students from the Academy might not be needed in the Studio and will have less companies to possibly gain employment from ● Due to the lack of funding, the quality of the videos will go down, potentially causing BAYCAT to lose clients

Recommendation- Alternative 1: 75% Business, 25% Philanthropy

I recommend this alternative because having our focus be on the business side will provide us with the resources to improve the quality of our media content and thus attract companies to partner with us. Additionally, by expressing a maintained commitment to our philanthropic mission, we will make BAYCAT stand out amongst our media/marketing competitors, helping us reach our goal of partnering with 25 new companies in the next two years. This option also best optimizes BAYCAT's "clonor model" because it will maximize our number of clients, and with our philanthropic incentive, these clients could turn into potential donors. Finally, a successful business branch will allow for more employment opportunities for students in the Academy, creating a sustainable and positive feedback loop between the two sides of this organization.