

# The Sync Growth Strategy



## Short-term (1st year)

### Repositioning Social Innovation Creating Culture

Focussing on the early adopters. Try to bring those who are already passionate about social innovation together to form an exclusive community of rockstar innovators.

Through our incubation program, we will provide them with all the support they need in order to succeed their mission. From knowledge, tools, network, business & design services, or even funding. We will hold lots of inspiring events and hands-on workshops to encourage people to collaborate and learn from each other.

Ultimately, we will build our portfolio with these projects from our residents that will be used to support our growth in the second phase.

## Mid-term (2nd - 3rd year)

### Expanding the community Strengthen the platform.

This phase focusses on expanding the community. Start engaging more people, hold some conferences. Start revealing ourselves to the public in order to gain more awareness.

For the services, we will launch the full version of our online platform which includes more features that will help people to get start their own project. Provides more content about innovation design and startup pattern that we have learned from our early adopters. Provides collaborative platforms such as skillshare and crowd funding as well as building alumni network and human resource pool. In the same time we will expand our space so that it could support these activities and more innovators.

## Long-term (from 3rd year on)

### Go Mass, Go Extreme and Experimental Lower the barrier

From this phase on, we will be fully exposed to the majority and try to get into mainstream culture. Once we have a healthy network of people doing social innovation it will be easier for those who are interested and willing to start their own thing, as the network will support them in many ways such as skills, knowledge and funding

We will also branch out our physical space to other cities both in Thailand and other countries in south east asia. BISI (Bangkok Institute of Social Innovation), will be founded to support the growth of interest in social entrepreneurship. We will start penetrating into the government sector in order to work on projects that have higher social impact as well as to intervene the policy making process.

## Service Expansion

### Short-term (1st year)

#### ONLINE PLATFORM

The first version of our web platform aims to connect people as well as to give them inspiration. The core features are

- Basic information & registration
- Blog, our activities, news, etc
- Shout, a channel for people to connect

#### EVENT & ACTIVITIES

The main channel to engage people and to build our culture. 1 to 2 the sync events per month. We will also be open for other events as well.

- Sync.lab, collaborative hands-on workshop
- Creative morning, inspiring talks
- Other events

#### SPACES

Due to the limitation of budget and space, we will start small and focus on supporting our rockstars, and try to be financially sustainable.

- 20 dedicated desks + 10 shared spaces
- Meeting room & Play room
- House activities to strengthen relationship

### Mid-term (2nd - 3rd year)

The second release will be focussing on providing more tools and resources. Stimulate more activities to engage people online.

- Tools & Resources, user generated content
- Crowdsourcing/Crowdfunding platform
- Social innovation showcases

Come out from stealth mode. Organise more skill sharing workshops as well as a high profile event to attract and engage more people.

- Symposium/Conference focus on showing off our rockstars and bring more people in.
- Skillshare workshop

Expand our physical space to serve the need of emerging social entrepreneurs. As well as to provide venue for increased events and increasing the opportunities to attract other events.

- More space with a better location.
- Partner with other services

### Long-term (from 3rd year on)

Build up network, create a pool of expert that is accessible by entrepreneurs. Establish ourself as the strongest social innovation network

- Mentor Network
- Investor & venture capital
- Online Education

We will start to penetrate the government section. Collaborate with them to organise higher impact events and create national and regional campaigns about social innovation.

Branching out the space to other cities in Thailand and neighbour countries. Partner up with other services such as cafes and library. Start up different functional spaces including hacker space, research lab, or even an innovation design school, to broaden our scope and attract more diverse user groups.