



# Earned Income Venture Fast Pitch

March 1, 2022



# Our Team



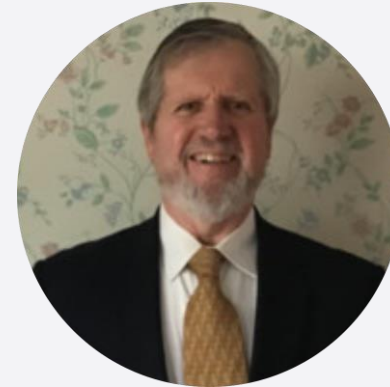
**Sarah Eisele-Dyrli**

*Assistant Director*



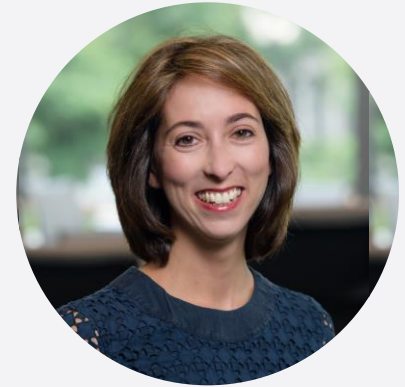
**Jasmine Honegan**

*Data Engagement  
Specialist*



**David Nee**

*Board Chair*



**Michelle Riordan-Nold**

*Executive Director*

# Our Team



Kate Bittinger Eikel

*Data Integration Strategist*



Jason Cheung

*Data Analyst*



Geethika Fernando

*Data & Community  
Engagement Manager*



Ilya Ilyankou

*Technologist*



Lori Reynolds

*Communications & Program  
Assistant*



Cynthia Willner

*Senior Research Associate*



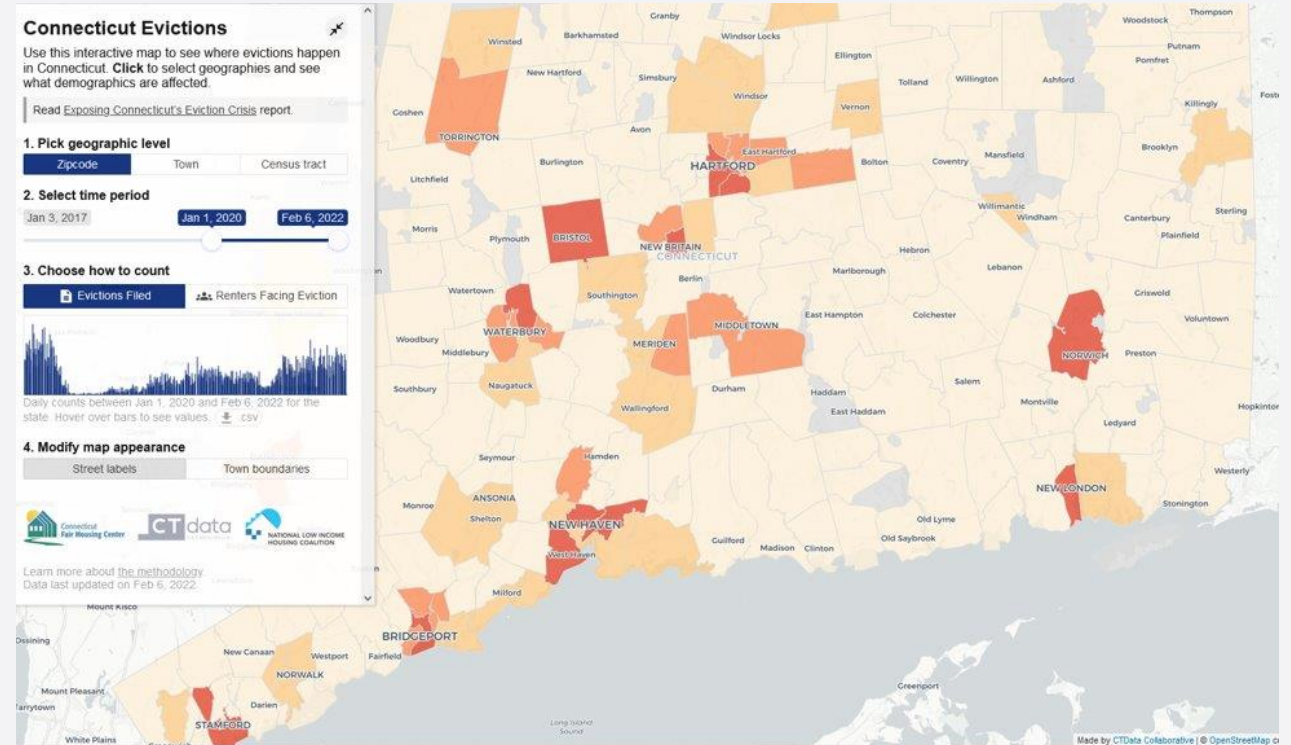
## Our Mission

Striving for informed decision-making across CT, we empower an ecosystem of data users by democratizing access to public data and building data literacy.



# Exposing Connecticut's Eviction Crisis

- Black and Hispanic Females disproportionately face evictions
- Black renters face highest rates of eviction
- 80% of landlords have access to counsel vs. 7% of renters
- Renters are 89% more likely to have removal orders without a lawyer



**The result of releasing findings:  
The House used the data during caucus**



## Princess Hyatt

Executive Director of the Horizons program

The Ethel Walker School



*Reports and data like [Essential Equity: the Impact of Covid on Women and Girls] continue to be the basis of our means to make a bigger impact in the community....*

*Since the discovery of these findings, we have partnered with a number of community partners as well as supporters to help inform our work.*



Kate Szczerbacki

Director, Strategic Learning and Evaluation  
Hartford Foundation for Public Giving



*The Connecticut Data Collaborative is a high-quality resource for nonprofits and funders looking to build their data capacity – either through one-one-one consultation or in group settings...*



A person is holding a laptop that displays a dashboard with various data visualizations. The dashboard includes a stacked bar chart, a line chart with markers, a bar chart, and a large area chart at the bottom. The person's hands are visible, one holding the laptop and the other near a cup. The background is a wooden desk with a cup and a keyboard. The text "What we hear and observe" is overlaid in the center.

# What we hear and observe



# Challenges

- “We are awash in data that we don't know how to use to show our impact.”
- “We are uncertain what data to collect, how to collect it, and how to even effectively use it.”





## The Good News

**90% of nonprofits collect data**

[Source: The State of Data in the Nonprofit Sector](#)



## The Bad News

**Only 40% of nonprofits staff use the data they collect to make decisions**

[Source: The State of Data in the Nonprofit Sector](#)



# Other challenges

- Nonprofits staff haven't learned how to plan data collection and are overwhelmed at what feels like a "mess" of data.
- Many nonprofit staff may not be comfortable using data.
- In Connecticut 66% of the nonprofit workforce are females, who are socialized to diminish math skills.



# Results

- Nonprofit staff not using the data they have to make decisions – it goes unused.
- Clients losing trust in the nonprofit because they are not good stewards of their information.
- Nonprofits that struggle with increasing funding because they don't know their impact.
- Nonprofits that may be unknowingly harming those they seek to support.
- Foundations not knowing whether their funding is truly accomplishing what they hope it will.



# Our Solution...







# CT data Strategic Planning

GET YOUR DATA HOUSE IN ORDER

# Data Strategic Planning



A unique capacity-building initiative for foundations and philanthropic organizations to help their grantees become stronger and thrive more.

- Provides training and coaching to help nonprofits build Data Strategic Plans.
- Helps nonprofits align their data with their mission to learn whether they are reaching their goals.
- Helps nonprofits move from collecting data reactively in an *ad hoc* manner to being proactive and systematic, and approaching data with strategic purpose.

# We're seeking funding for the startup of this venture

Our goal is to raise \$137,950 to cover our first 6 months of expenses

Item	Amount
Data Engagement Specialist	\$11,350
Hire Data Evaluation Coach	\$73,500
Staff Search Consultant	\$15,000
Branding, IP Legal Fees	\$20,000
Website Development	\$ 9,000
Computer and Technology	\$ 6,000
<b>Funds Raised</b>	<b>\$11,350</b>
Remaining Funds Needed	\$126,600



# Benefits of Data Strategic Planning



## Nonprofit staff will:

- Have increased data literacy skills – and increased confidence in those skills.
- Spend less time sifting through messy data and more time compiling their data into useful information that can inform decisions.
- Develop the capacity to use data to regularly improve services and programs.
- Be able to show information about results to funders and increase their funding base.
- Understand why they collect the information they collect from the people they serve.

**Improve their mission impact**

## Customer Testimonial

a key takeaway for them was

“ *I do not need to be a data expert to use data. It [the data strategic planning process] helped reach my goals and provide better service.*

“ *...the value of having a shared understanding of data and its meaning in our program for all staff involved.*

# Structure & Pricing

## Phase I: Data Strategic Planning for Foundation Grantees



Learning Labs



Homework



1:1 Mini  
Consultations



Learning Lab flat rate +  
fee per participating  
organization

## Phase II, III, & IV: Data Strategic Planning Development, Implementation and Monitoring



Intensive 1:1 Consultation  
and Technical  
Assistance



Homework



Fee per participating  
organization



# Pricing

## Phase 1

Learning Labs: Flat fee, same price for these regardless of number of participants.

Mini Consultations: Per participating organization fee.

## Phase II, III, & IV

Mini Consultations: Per participating organization fee.

**This ensures fair pricing across foundations so one foundation isn't paying more for their nonprofits than others.**





# Target Markets

Initial Market: Connecticut-based foundations and philanthropic organizations.

Medium-Term Priority Market: Foundations and philanthropic organizations that are based outside of Connecticut.

1. That support local, regional, or national nonprofits and...
2. That currently or have interest in supporting capacity building or data-related work for their grantees.

# Target Market Evidence

The number of Connecticut-based foundations investing in grants for capacity building and data activities has increased over time.



Source: Foundation Center research. Data retrieved December 10, 2021



# The Competition

Independent  
evaluators or  
evaluation  
shops

The  
Consultation  
Center at Yale



Evaluation serves a  
different purpose & does  
not look holistically at  
data collection and use  
organization-wide

On their own these  
services can be  
overwhelming and  
unaffordable to many  
nonprofits

# CTData's Unique Advantages



Service: Turnkey & accessible



Strong reputation



Innovative approach



Mission-focused



# Marketing



Website



Content marketing



Public and media relations



Referral-based marketing



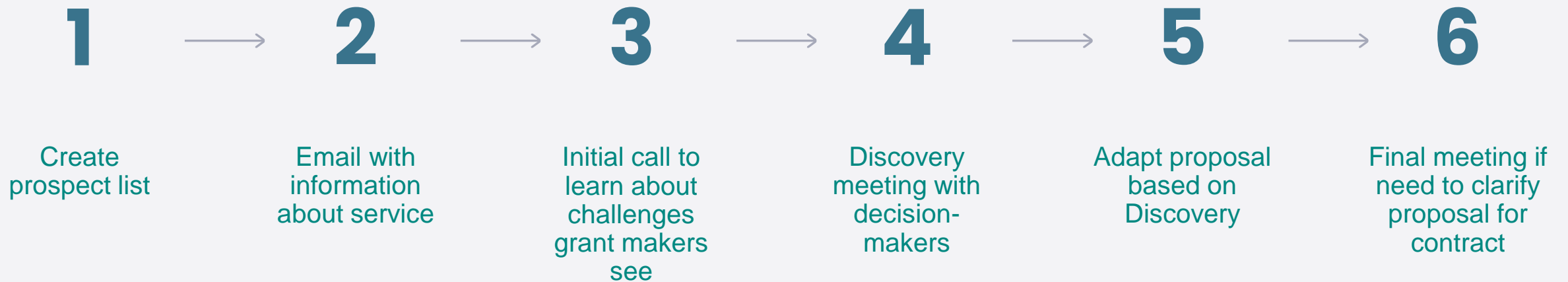
Partner marketing



Conferences and events

# Sales Process

Our sales process will be heavily focused on relationships and include both inbound prospects (from marketing) and outbound (through outreach)



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# Data Strategic Planning Pilot

# Data Strategic Planning Pilot

## Recruitment demonstrated demand

Hartford Foundation for Public Giving staff shared information with grantees seeking **5 nonprofits**.

Within 48 hours, we had **14 nonprofits** interested in participating in the pilot.

With **20 nonprofits** signing up to join the info sessions, we cut off recruitment.

**Shows the great need for this service**



# Data Strategic Planning Pilot



From April to August, 2022



Currently have 20 nonprofits interested in participating in Phase I



CTData will evaluate, learn, and adapt the service





# Financials

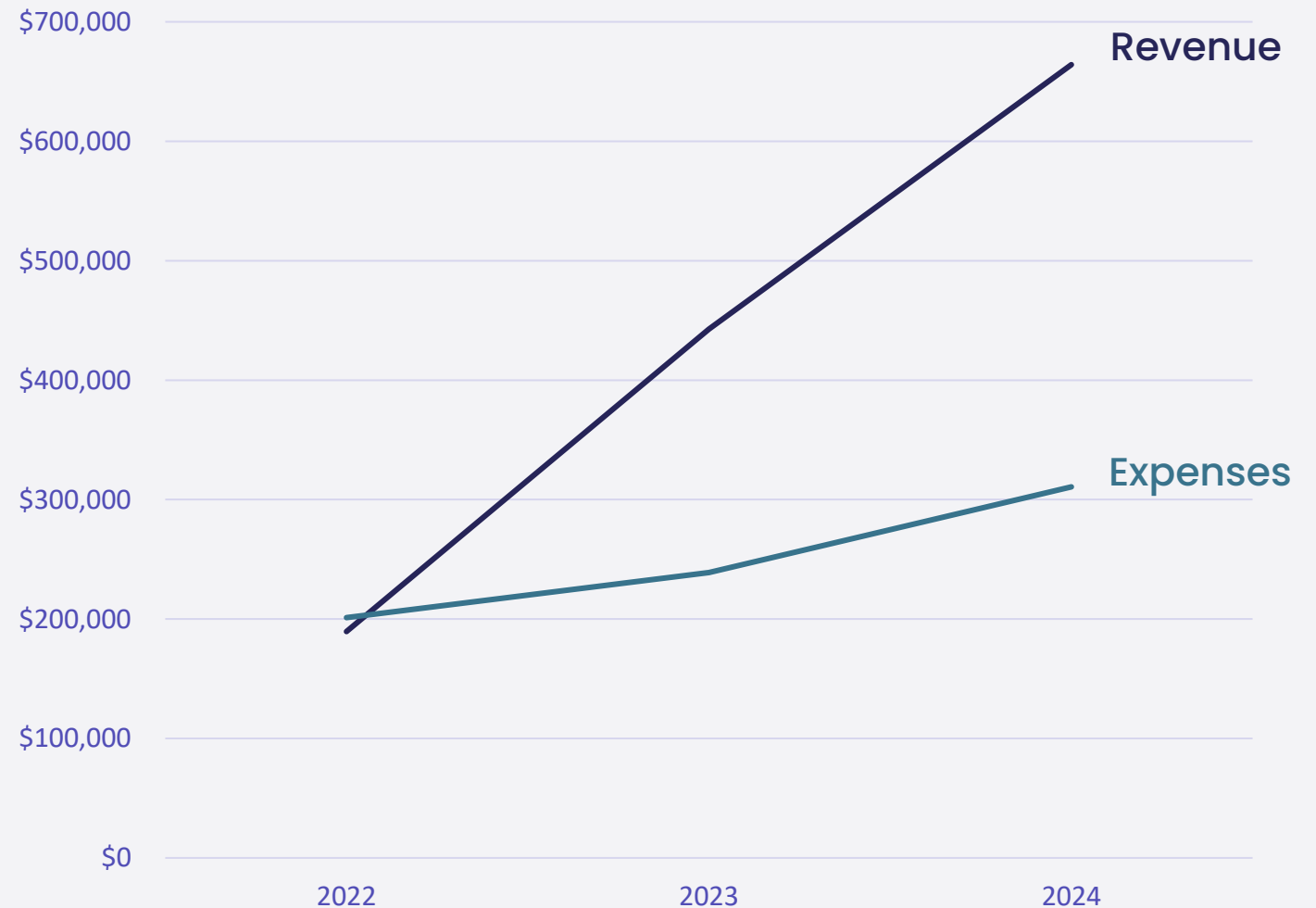


# Financial Projections

	2022	2023	2024
Revenue	\$189,400	\$442,800	\$664,200
Expenses	\$201,191	\$238,957	\$310,747
Profit	(\$12,591)	\$203,843	\$353,453

# Financial Projections

Our financial projections show that we will become profitable in 2023, with **\$200,000 in profit in 2023**, and **\$350,000 in profit in 2024**.







# Will You Make a Mission-Impact Investment?

# Startup Funding

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# Where will the revenue surplus go?

## Data Projects

Creating data tools that democratize access to data for informed decision-making

## Actionable Research

Provide policy and programmatic research to inform social sector

## Operations

Build a robust organizational foundation to ensure sustainability



# Next Steps

## Business plan implementation

Through work with  
Social Enterprise  
Accelerator

## Pilot implementation & learning

Developing materials  
and processes for  
service

## Hiring Data Evaluation Coach

Would like to begin  
search in May



# Thank you!

**We could not have made it this far without the support of:**

- No Margin No Mission – Michael Oxman
- Our Board with a special thanks to David Nee who attended all sessions and Tyler Kleykamp's participation in our fundraising calls
- Our Staff and board
- The Hartford Foundation for Public Giving

**And to all of you for being here today...**



# Questions?

**CTData.org**  
**@CTOpenData**



**CTData.org**  
**@CTOpenData**