

# COCOS BUSINESS MODEL

## *WORKING DRAFT*

The Center of Conscious Oneness (C.O.C.O.S) was founded in 2016 as a 501c(3) non-profit organization in order to promote a more sustainable future and livelihood for intentional communities and organic farmers. While being a relatively new enterprise, it originates from a number of successful companies who saw the potential to have an even greater impact by joining together their experience and expertise. We are a hub for a holistic network of individuals and organizations to connect and develop mutually beneficial relationships as professional partnerships and co-operatives through the exchange of resources and information. With our integrated systems approach we provide unique opportunities for collaboration in business and education. This dynamic system of sharing creates a synergy in which we generate new forms of abundance that is far greater than the sum of its parts. We act as a catalyst and incubator by providing management, consulting, training, alternative technologies and a headquarters for communities to increase efficiency and sustainability through our international business collective.

C.O.C.O.S is governed by an innovative system known as Holocracy or Conscious Capitalism, which has already been adopted and proven successful by many major corporations. In this way, management power and decision making is decentralized and responsibilities are redistributed among individuals to act on behalf of the organization in more empowered and inspired ways. While our operations are distinct from traditional business models, we have incorporated familiar titles and roles for our founding body as we recognize the importance and value of integrated systems which increase our ability to adapt and relate to others. The board of trustees is currently comprised of five members who are all professionals in their field with over 70 years of collective business and management experience, and 45 years in sustainable agriculture and community development.

The mission of C.O.C.O.s is to create a more sustainable future. Our vision is to cultivate a holistic community founded on integrity, gratitude and service. As interdependent leaders co-existing harmoniously we generate self-fulfilling abundance by sharing our inherent gifts. Through education and celebration we empower and inspire each other to achieve our highest potential. By providing the space and opportunity for authentic creative expression and synergistic collaborations, we manifest our greatest dreams and accomplish feats beyond our capacity as individuals.

We are creating a legacy that acknowledges seven generations of our Elders and Youth, by honoring and preserving their way of life. We strive to have a positive impact on our environment by awakening awareness through compassionate connection, reverence and appreciation.

**It is our goal to:**

- *Create a more sustainable future for all.*
- *Provide more opportunities for organic farmers and conscious communities.*
- *Preserve, improve and live harmoniously in our environment and community.*
- *Make a significant positive impact in the world that will have lasting effects.*
- *Constantly strive for personal and spiritual growth in all our endeavors.*

In our efforts to fulfill these goals we recognize there is a great need that is not being met. Our communities, which are largely supported by local organic farmers and small businesses are struggling to make a reasonable living. Often times this is because they lack the education, resources and technologies to compete with larger corporations and organizations and make a viable product. There is a rapidly growing demand for more diversified agriculture which utilizes natural methods that both preserve the environment and yields better products. Often times these practices are more labor intensive or costly to produce due to inferior and inefficient techniques or lack of access to current technologies which would empower them to refine their methods and be more successful.

We are committed to meet the growing demand of small businesses who are striving to make a living that supports their local communities and provides new opportunities. Many entrepreneurs struggle to be successful because they lack the management, skills and financial resources to fully realize their mission. With our team of experienced professionals, integrated training system, consulting services, and access to a diverse network of partnerships, we can offer greater support for enterprises to innovate and develop more sustainable means of doing business.

Additionally, there is a lack of housing for low-income individuals, such as farmers, youth and students. For people to thrive they need both affordable housing as well as a way to make a living. Unfortunately, these communities have limited access to these resources as well as the education needed to become a viable employee. There is a need for financial incentives which focus on and benefit the growth of worker co-operatives that include training, access to housing and work-trade opportunities.

**In effort to address these needs and achieve our goals, our objectives as an organization are to:**

- *Increase the productivity and yield of organic farms in Maui County by 20% over two years.*
- *To improve farm operation efficiency by 15% and reduce costs by at least 10% annually.*
- *To increase the number of housing, job and education opportunities for organic farmers and small business owners by 5% each year over five years.*
- *To develop a fully operational farm-based community center and business incubator to accomplish the aforementioned objectives.*

We will utilize a variety of strategic action plans to accomplish these objectives efficiently and effectively.

***The methods we will implement to fulfill the goal of developing a fully operational farm-based community center include:***

**Stage 1-**

- A. Contact and develop relationships with the native elders in the community.
- B. Partner with local individuals and communities to create a network of farms and small businesses.
- C. Create a committee of members to represent the community and address their specific needs.
- D. Educate and bring awareness to the need and value of this kind of organization, through local gatherings and events.
- E. Provide opportunities for others to be actively involved.

**Stage 2-**

- A. Get involved with Hawaii's cultural heritage associations and events.
- B. Work closely with the Hawaii's Farmers Union members.
- C. Apply for grant funding and tax exemption from the state.
- D. File for necessary permitting with the county and state.
- E. Subdivide land into relative zoning for specific use and development.

**Stage 3-**

- A. Hire Permaculture International firm to oversee the design and development of the project.
- B. Have consulting team create a detailed survey of the land and its resources.
- C. Hire local businesses and contractors to build infrastructure and construct initial buildings.
- D. Build community center and multi- use facilities on dedicated parcels.
- E. Lease land, office facilities, and farm equipment to local businesses.

***In our efforts to fulfill our objective of increasing the number of housing, job and education opportunities for organic farmers and small business owners by 5% each year over five years, we will:***

**Stage 1-**

- A. Apply for subsidies to provide low income housing to locals.
- B. Construct multiple temporary and permanent dwellings for residents and workers.
- C. Offer work exchange opportunities for farmers and individuals.
- D. Host workshops and programs on alternative business practices.
- E. Build a learning center and multi-use facility for the community to offer educational events and classes.

**Stage 2-**

- A. Increase the amount of cultivated farmland to be developed.
- B. Hire local farmers to work on our land.
- C. Provide free education and training to all of our employees.
- D. Partner with specific local business to sell our products.

**Stage 3-**

- A. Create a scholarship program for individuals to receive free job training and education.
- B. Produce and distribute a variety of educational material, including books, videos and other resources.
- C. Connect individuals with farms and businesses who are needing employees through our community network.
- D. Develop a small business incubator to support emerging enterprises.

***In order to accomplish our objectives of Increasing the productivity and yield, improving operation efficiency and reducing costs, we will take the following actions:***

**Stage 1 -**

- A. Offer management services to farmers and small businesses.
- B. Provide sustainability consulting to asses operations and help design new strategies.
- C. Educate and assist in the implementation of alternative permaculture techniques.

**Stage 2 -**

- A. Build a farmers guild that will have greater negotiating power for sale of products.
- B. Improve distribution channels to help maintain consistent and reliable revenue.
- C. Facilitate bulk ordering of supplies and farm equipment with rental opportunities.

**Stage 3 -**

- A. Development better metrics and methods for recording statistical data.
- B. Refine the techniques used for assessing crop output and loss.
- C. Implement new monitoring devices to track specific usage of resources.
- D. Create detailed enterprise budgets and cost/benefit analysis of production.