A non-profit technology collaboration that connects audiences to art, culture and science.

VISION
Lead the movement to make arts & culture digitally accessible

MISSION
Connect audiences to art, culture & science
more infrastructure + more product dev = more maintenance, service and support
revenue stream risk

IT Contract Services  - signed annually, CODB, predictable

IT Projects  - institutional budget planning, predictable but risk of canceling

Website Advertising  - institutional marketing budgets, predictable but ad hoc

Digital Projects  - some operational, but mostly grant funded

Consulting  - national opportunity and pool, but ad hoc

OSP from TOT  - annual grant application

Ongoing Risk: earned BPOC revenue is often institutional contributed revenue
Eliminated "commodity" support functions
Switched projects staffing model
Simplified operations  
e.g. contracts
(in a scaled operation, small cuts scale too)
Relocated (to a prime location)
(have to spend money to make money)
adoption curve

"The Chasm"

- Innovators: 2.5%
- Early adopters: 13.5%
- Early majority: 34%
- Late majority: 34%
- Laggards: 16%

- Enthusiasts
- Visionaries
- Pragmatists
- Conservatives
- Skeptics

non-traditional digital traditional analogue
adoption of products & services

Data & Internet
- 8 years
- all ops $, now capturing laggards

Collection Asset Management
- 4 years
- mostly ops, but some grant $

Contract Services
- 6 years
- ops $, will never capture all

Collection Presentation
- 2 years
- grant only $
alignment a process of re-targeting

Community Needs

BPOC Interests & Ambitions

BPOC Skills & Capacity
vision/impact vs. sustainability

- High Vision/Impact, Low Sustainability
- Low Vision/Impact, Low Sustainability
- Low Vision/Impact, High Sustainability
- High Vision/Impact, High Sustainability