

\* this is a roadmap for a Coordinator position, however not all outcomes may be achieved in the time given if under resourced

| EXECUTIVE: Report to the Board, Steering Group Meetings |   |                            |                            |
|---|---|----------------------------|----------------------------|
| Responsibilities:                                       | Strategies:   | Timeline:                  | Measures:                  |
| Report to the Board                                     | Receive direction and provide regular reports.  | Ongoing                    | Minutes/board reports.     |
| Steering Group Monthly Meetings                         | Organize a steering group meeting on a regular basis, to promote networking and strategic policy development. | February 2012 then monthly | Key members of SVR attend. |

| EVENTS: National Robotics Week, Robot Block Party, Panel Series, Steering Group Meetings, |  |                           |   |
|---|--|---------------------------|---|
| Responsibilities:   | Strategies:  | Timeline:                 | Measures:   |
| National Robotics Week  | Coordinate and promote all SVR events through website event calendar and press releases.                                 | April 2012                | Event calendar and press clippings.   |
| Robot Block Party   | Liaise with all participants to build an event with audience reach from families to VCs.<br>Organize the event(s).       | April 2012                | Event reaches target audience(s) and provides good media coverage.  |
| SVR Panel Series  | Curate a series of panel/forum events starting at NRW, debating issues relevant to local robotics but with broad appeal. | April 2012 then bimonthly | Mixed audience from a wide range of robotics sectors and general public. Discussion captured for podcast/video. |

| MARKETING: Website, Directory, Event Calendar, Newsletter, Newsfeed, Press Releases, Contact Point, |  |                      |  |
|---|--|----------------------|--|
| Responsibilities:   | Strategies:  | Timeline:            | Measures:  |
| Website   | Maintain and enhance the central SVR resource.   | January 2012 ongoing | Online, with new content each month.                           |
| Directory (web)   | Collect and update listings from SVR participants and new local robotics ventures for directory. | January 2012 ongoing | Up to date contact details in directory. Income from listings. |

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| Event Calendar (web) | Liaise with robotics community to collect and update local robotics event details.        | January 2012 ongoing  | Event calendar on website.                                   |
| Newsfeed (web)       | Collate news content from SVR members, local robotics and tech community.                 | February 2012 ongoing | News items on website, changing regularly (min 2 per month). |
| Newsletter (email)   | Digest of last month's news and next month's events.                                      | February 2012 ongoing | Subscribers and monthly newsletter.                          |
| Media Releases       | Issue media releases for SVR events and promote SVR member interests.                     | February 2012 ongoing | Releases and press clippings.                                |
| Contact Point        | Respond to media and general enquiries, or steer them to the appropriate person/business. | Ongoing               | Phone/email log.   |

|  |  |             |                               |
|--|--|-------------|-------------------------------|
| ADMINISTRATION: Formalize SVR's non-profit status, Fundraising, Record keeping |  |             |                               |
| Responsibilities:  | Strategies:  | Timeline:   | Measures:                     |
| Formalize SVR's status   | File for 501 (c) nonprofit status  | End of 2012 | Nonprofit status.             |
| Fundraising  | Identify opportunities for strategic partnerships, fundraising or grants, prepare applications and request funds | Ongoing     | Strategic targets researched. |
| Record keeping   | Maintain records of meetings, financial receipts and strategic planning, as appropriate.                         | Ongoing     | Appropriate documentation.    |

Addendum: An event under development (by Andra Keay) for possible inclusion.

|                  |  |            |   |
|------------------|--|------------|---|
| Robot Launch Pad | Liaise with startup and SV robotics communities to build an innovative new event.<br><br>Organize the event. | April 2012 | 40 participants from startup community pitching new business models for robotic platform. Good media reviews and VC & investor interest in event. |
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