



Silicon Valley Robotics 2012

bootstrapping into an organization

Summary: bootstrapping into an organization

Silicon Valley Robotics is a prestigious global robotics cluster, comprising many successful companies, emerging startups, innovative research facilities and an active robotics community.

“We support the innovation and commercialization of robotic technologies.”

Becoming a business league with tax exempt status (non-profit 501(c)6) is in the eventual best interests of Silicon Valley Robotics, but it requires time to create the organizational documentation, acquire official members, hold meetings to approve it and to elect officers or board members. In the interim, in recognition of our existence, ad hoc organizational structure and mission, we have filed for recognition as an unincorporated association, and applied for EIN that will allow SVR to operate a bank account.

During the transition, we will continue advisory group calls, networking events and launch a new website, with member directory, media release list, job list, event calendar and speaker contacts. Everyone involved in robotics in Silicon Valley is encouraged to become transitional members and pay a voluntary levy, pending formalization. We anticipate the transition will take approx 6 months, leading to a formal organization, able to fulfil reporting requirements, with a bank account, an elected advisory board and officers and a supporting membership from the local robotics community whose interests we will continue to represent.



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Roadmap: membership & transitional levy

Pending a discussion about levels of membership and the dividing line between full and associate or affiliate membership, I suggest a membership framework and suggested transitional levy (voluntary and valid till end of 2012):

- Full Large (100+ staff) \$500
- Full Medium (10-100 staff) \$300
- Full Small (3-10 staff) \$200
- Full Startup (1-3 staff) \$100
- Full Academic (dept) \$100
- Full? Robotics Club \$100
- A/A Stem Club \$50
- A/A Professional (individual) \$50
- A/A Student (individual) \$25
- A/A Service Industry \$1000
- A/A Sponsor \$1000+

Full members must represent the mission of the organization – supporting the innovation and commercialization of robotic technologies - even if not involved in building or selling robots.

Associate or affiliate members may choose not to be full voting members or may be in subsidiary or supporting industries.

Sponsorship can include additional monies promised to assist the setting up of Silicon Valley Robotics.



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Roadmap: officers, income & expenses

Advisory board members should represent all full members, and the suggested size of the board is 5 (at minimum), 7 or 9. The Advisory Board or Board of Directors must be validated at an election and a Chairperson voted or appointed. Other recommended roles on the Board are a Treasurer, who oversees the accounts.

The CEO or MD of Silicon Valley Robotics manages the daily affairs of the organization, any staff or volunteers, and reports to the Board. In the interim, Erin Rapacki has filed application for unincorporated association status [as Chief Officer/President], with Andra Keay filing for EIN number and bank account [as Secretary/Treasurer].

We can now receive and disburse money, request tax exemption and fulfill reporting requirements for organizations.

Prospective Income:

- Membership levy (voluntary)
- Sponsorship (initially the same as levy)
- Grant income (unlikely until formal 501(c)6)

Prospective Expenses:

- Filing fees
- Mailbox & Account fees
- Website hosting & development
- Professional advisors
- Event catering (networking events)
- Block Party
- Employees



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Roadmap: future

By collecting members for online directory and charging a voluntary transitional membership levy, we can project future income and make informed decisions about the future structure of Silicon Valley Robotics.

Projected Future Income:

50 members (5 large, 10 medium, 15 small, 20 startups) - \$15750

20 affiliates (15 STEM, 5 academic) - \$2000

20 associates (10 robotics related, 10 service providers) - \$20000

Advertising on website, newsletters - \$2500

Sponsorship of events - \$7500

Grants or other? - unknown

Projected Future Expenses:

Staff -

Filing, Bank fees, Accounting, etc -

Website hosting, brochure, newsletter, cards etc printed

Networking events

Block Party



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COUNCIL MISSION

The mission of the Mass Technology Leadership Council is to foster entrepreneurship and promote the success of companies that develop and deploy technology across industry sectors.

Our Strategy:

We accomplish our mission by:

- Conducting educational programs and hosting signature events
- Facilitating networking between industry executives and potential partners, investors, and customers
- Sponsoring research on the industry
- Engaging in activities to enhance the quality and quantity of the next generation of technology professionals
- Advocating in favor of technology policies that promote innovation and entrepreneurship
- Recognizing industry-leading companies and people

Our Key Issues:

- Starting, growing, and managing technology companies
- Applying technology to solve business challenges
- Anticipating and understanding the impact of technology trends
- Investing in human capital
- Achieving growth and profitability in a global marketplace
- Promoting technology-friendly policies that support innovation and entrepreneurship



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