

June 13, 2007

Paul A. McIntosh
Denali Commission
510 L Street, Suite 410
Peterson Tower
Anchorage, AK 99501

Dear Paul,

The Knowledge Industry Network (KIN) is requesting a revision of the original scope of work submitted in April of 2006. Due to changing technology and knowledge gained over the past year, the Knowledge Industry Network has found more efficient ways to promote best practices to entrepreneurs in rural Alaska.

Based on the scope of work originally presented by KIN to the Denali Commission, KIN still needs to deliver 21 hours of video/webcast to rural communities throughout the state. With the continued emergence of new and well-produced business resources online, it has become more valuable to collaborate on a state-specific resource library filtered from all available resources. KIN is requesting to use the remaining Denali Commission funds to gather a focus group to identify which of these available resources is most applicable to rural Alaska and distribute that material via DVD and online services already established with our Access Alaska website. KIN will organize a committee composed of interested ARDORs, representatives from the University of Alaska, and a representation of entrepreneurs from rural areas. All participants will be knowledgeable about the problems facing entrepreneurs in rural Alaska and focus on finding and creating resources to address challenges specific to rural Alaska.

KIN's original budget remains the same, and all remaining funds will be focused on element b in the original scope of work. A revised scope of work, a brief project budget and a list of activities designed to meet the revised metrics is attached. KIN looks forward to continued work with the Denali Commission. Please contact Rebecca Parks, KIN Program Manager, with feedback and/or questions regarding the revised scope of work.

Thank You,



Rebecca Parks

KIN Program Manager

Alaska Development Corporation

1. Scope of Work

The funds provided herein are to be used to implement an Alaska Entrepreneurial Development System as described in detail in section 12.

Objectives:

a) Deliver business workshops and entrepreneurial education throughout Alaska. *(UAS technology for live webcasting was unavailable)*

Deliverable metric:

- We will deliver six statewide business workshops/entrepreneurial education events.

Budget: \$10, 500

- Niche Marketing \$8,500
- Finance your Venture \$2,000

Schedule: In progress from March 2006 to June 20, 2007

Status: Exceeded. 13 statewide business workshops/entrepreneurial education events held.

b) Conduct in-state training, create peer exchange and mentorship network, and promote best practices to strengthen the capacity of existing local business assistance organizations.

Deliverable Metric:

- *Committees of potential users (including ARDORs, Alaska Marketplace participants and other rural entrepreneurs) will identify existing resources that promote best practices. These resources will be consolidated into a DVD library.*
- DVD libraries will be distributed to all business and entrepreneurial support statewide.
- *21 hours of video/webcast identified by committee as promoting best practices will be linked to the Access Alaska website.*
- Event attendees will be tracked for invitations to future entrepreneurial and networking events.
- Attendees will be recorded for measurement of members, user base and relationships established.
- Sirolli Project for community and economic development.
- Assist start-up companies with business and technical assistance.
- Goal of 250 individual entrepreneurs counseled statewide.
- Sales and revenue of counseled entrepreneurs (an overall impact of at least 10x the project budget).

Budget: \$21,500

- Sirolli Project \$5,000
- Technical Equipment \$3,500
- Airtime and other expenses \$8,000
- Staff time for enterprise facilitation \$5,000

Schedule: In progress from March 2006 to February 2008

Status: In progress. Metrics and schedule revised in June 2007.

c) Create active networking opportunities, mentor programs, and a resource network for entrepreneurs to strengthen and entrepreneurial culture and spur innovation.

Deliverable Metric:

- We will deliver six statewide peer exchange/networking events.
- Roll out an interactive website in conjunction with the Knowledge Industry Network which can be viewed at www.accessak.org or www.knowledgeindustrynetwork.org

Budget: \$11,000

Schedule: In progress from March 2006 to June 20, 2007

Status: Exceeded. 25 statewide events delivered. Website construction completed.

d) Leverage new funding sources to provide additional amounts and types of funding for Alaska's entrepreneurs and to sustain both the AED system and the collaborators. Not Federal funds may be used for lobbying.

Deliverable Metric:

- We will make the Alaska Entrepreneurial Development System sustainable through community buy in.

Budget: \$29,000 (Project Director Time)

Schedule: In progress from March 2006 to June 20, 2007

Status: Ongoing. KIN has partnered with 24 organizations for various events and secured funding for continued operation.

Details of Project Extension

Activities & Deliverable Metrics

- Phone outreach & online survey to collect user feedback on current website design from at least 30 different potential users (at least 2 from each ARDOR region)
- Research existing podcasts and online resources & secure reproduction privileges
- Recruit members and organize a meeting for a committee of at least 6 core members representing a diversity of ethnicity, gender and geographic regions. Desired members include ARDORs and established entrepreneurs from rural communities, and other potential users identified by Alaska Marketplace
- Host a resource identification and Web Development Workshop for interested attendees at SE Conference in September
- Sponsor a website consultant to participate in conference
- Produce DVDs with a “best of” resource library for businesses (contents decided upon at conference) – Each set of DVD will include at least 10 hours of geographically relevant video and a variety of other carefully selected material
- Ship over 100 DVD collections to ARDORs, economic development groups, emerging small businesses, and other organizations as per recommendations from ARDORs and Alaska Marketplace
- Market DVDs to rural communities the state
- Market website throughout state and provide user assistance through ARDORs and other local economic development organizations

Proposed Budget

Item	Cost
Website Consultant	10,000.00
Website Marketing	2,000.00
Travel	4,000.00
Workshops	2,000.00
DVD Production	2,000.00
DVD Marketing	1,000.00
Shipping	500.00
Total	21,500.00

KIN Cost Share Distribution

	<i>Budget</i>
Denali	100,000.00
JEDC Match	65,917.54
AMEP Match	4,432.54
SpringBoard Match	58,000.00
State of AK - DCCED - JNU	50,000.00
State of AK - DCCED*	8,082.46
State of AK - 2007 approp**	125,000.00
BP	50,000.00
Wells Fargo	5,000.00
Total	466,432.54