How The Market Project® Creates its Businesses



1. Build Bridges with Trauma Care Organizations. We identify communities that have experienced complex trauma and engage those organizations that are working with the survivors. These organizations provide critical after-care services to survivors and help us understand the extent of needs for employment. Typically, these organizations will later identify men and women sufficiently stable in their recovery to be employed in a trauma-informed (TI) workplace.



2. Develop Pre-Business Concepts. We place staff on the ground, identify existing businesses in the region, and speak with a variety of people to develop ideas for new businesses based on community needs and market demands. The potential size of the business will vary, but we are generally NOT considering microbusinesses.



3. Apply Rigorous Research. We conduct extensive desk research to understand the problem the business is trying to solve (or need the business is trying to meet), identify and engage industry experts and potential partners in the field.



4. Consider Alignment to Our Mission. We identify the resources and partners required to enable the business' employees to build healthy relationships, provide for themselves and their loved ones, and realize healing within a supportive community.



5. Craft a Business Plan. We create a business plan to determine the business' ability to successfully bring the product or services to market and become cash flow positive. We develop a marketing plan for potential investors and clients.



6. Raise Capital. We work with a variety of funders to raise the start-up capital needs.



7. Hire a Professional and Experienced Business Facilitator. We bring on the right staff to start, restart or grow a business. The Facilitator will manage the business, be supervised by TMP and be teachable on what is required to create a TI workplace.



8. Advise, Train and Problem-Solve with the Business Facilitator. We collect quantitative and qualitative data through confidential employee surveys to assess the impact of a stable job in a TI work environment over time, adapt TI leadership practices and respond holistically to the real needs of the employees.



9. Cross-Train Employees. We cross-train interested employees to provide opportunities for advancement in the business or movement to other workplaces as desired.



10. Earn Out. We seek to identify employees in our businesses who, after appropriate training and experience, can run the business without our help. We offer them the opportunity to execute an “earn out” of the business.

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