

# F&W Wilderness Program Exploration Timeline

Phase 1: Desirability – What kind of wilderness program should we offer?

Week of Feb 26<sup>th</sup>

- Share Market Survey
- Share survey of former wilderness program campers and families
- Send invites to the Advisory Committee (First meeting the week of March 4<sup>th</sup>)
- Send out Wilderness definition for review by others (Community members)
- Review Value Prop Work

**Communications:**

- **Calendar or timeline (simplified)**
- **Ways to engage:**
  - **Light weight: Please provide thoughts on wilderness definition**
  - **Mid weight: Survey**
  - **Heavy weight: Invite to the advisory committee**

Week of March 4<sup>th</sup>

- Finalize Desirability Report including:
  - Updates POV on the role or purpose of a wilderness program at F&W (with input from F&W leadership team and alumni of our wilderness programs)
  - Findings from market survey of prospecting new families
  - Best bets and key learnings from super fans of our wilderness programs (of the last 4 years)
  - Analysis of competitor value propositions
- Meet with F&W Leadership team to discuss recommendations and next steps

Phase 2: Viability – Will the new program offering be financially sustainable?

Week of March 11<sup>th</sup>

- Hold read-out of desirability finding and recommendations from desirability phase to Advisory committee
- Develop program concepts and business models for each
  - Survey of prospects for interest and revenue potential (how much would they be willing to pay for this program)
  - Business model canvassing for high value concepts.
  - Value Sketching (Light-weight P&L) for each concept

**Communications:**

- **Updated Calendar or timeline (simplified)**

- ***Recommendations from desirability***

Week of March 18<sup>th</sup>

- Continue program concepting.

Week of March 25<sup>th</sup>

- Readout with the F&W leadership team about program concepts to select prioritized concepts for feasibility testing
- Review with Advisory committee about prioritized program concepts

***Communications:***

- ***Updated Calendar or timeline (simplified)***
- ***Update on the direction we are headed and why (with concepts)***
  - ***We are looking at these kinds of programs and here's what we learned about them***
    - ***New families respond well***
    - ***The cost of running these is better***

Phase 3: Feasibility – Can we build and deliver the new program offering?

Week of April 15<sup>th</sup>

- Host Program Hack-a-thon to develop prioritized program ideas
  - *Will need to work with F&W leadership team to determine what would be needed to have a program idea they are prepared to move forward with*

Week of April 22<sup>nd</sup>

- Package new program offering to prepare for review and iteration by Advisory committee
- Share with F&W leadership team ahead of May board meeting

Week of April 29<sup>th</sup>

- Board approves new program offering

Week of May 13<sup>th</sup>

***Communications: Program preview announcement***