**Venture name:**

**Click here to enter text.**

**Chapters:**

*Your Chapter, other Chapters you know that run this Venture*

**Click here to enter text.**

**Date and time:**

*Of Planning & Preparation:* **Click here to enter text.**  
*Of Sale(s):* **Click here to enter text.**

**Description:**

*What is a basic description of the Venture? What specific actions did your Chapter do to implement this Venture? What did you sell? How did you sell it? Where did you sell it? When did you sell it? Why was the idea appealing? What was the problem it was solving, if it was solving a problem? How did you come up with the idea? Did you evaluate the idea before launching the Venture? If so, how? Is there a social aspect? If so, please explain.*

**Click here to enter text.**

**Marketing:**

*How did you market? Did you have marketing strategy/plan? Did you do market research? Do you wish you did market research? Could you explain what your marketing messages said and if you think they were successful? Did you spend money on marketing materials? Did you get it donated? Did you use Chapter members to design marketing materials? Is there a group on Campus that does marketing for student organizations? If you printed marketing materials, did you print it at school? Did a Chapter member pay for it, was it free?*

**Click here to enter text.**

**Revenue and Expenses:**

*How much did your Chapter spend for this Venture? What did they spend it on? Did you plan expenses ahead? Did you shop for the best deals? Did you get it all reimbursed or did some members absorb the cost? Are there ways to spend less? If you purchase in bulk can you get a better deal? Can supplies be carried over from year to year like electric sanders for Cooler For A Cause?*

**Click here to enter text.**

*How much revenue did the Venture earn?*

*\*(Remember, revenue* ***is*** *sales and* ***it******is******not*** *profit, meaning that revenue is the total amount of money (cash and credit) that was generated by the sales of your product or service. For example, if we purchased 10 coolers for $15 each and sold them ALL for $35, our revenue would be $350, but our profit (if we were able to get all other necessary supplies donated) would be $200 ($350 - $150 = $200). If we also spent $150 on our supplies (spackle, electric sander, sand paper, brushes, primer, masks, tarp - to keep the ground clean, and brush cleaner) then our profit would be $50 ($350 - $150 - $150).*

**Click here to enter text.**

*Can you provide a breakdown of expenses, revenues, and profits? Are marketing costs considered?*

**Click here to enter text.**

**Profits and Other Benefits of Venture**

***Does the Venture make a profit? Is the amount of time and money spent make that profit worthwhile? Does it have a big profit potential? Can it also be marketing for an upcoming event? Can you sell tickets in advance? Is there real social value created? Does it has an awareness component? Etc…***

**Click here to enter text.**

**Challenges:**

*Does it take a lot of time and planning? Do you have to purchase a lot of materials up-front? Does your campus have regulations that make this difficult? Other challenges your Chapter faced? Can only a limited number of people work on the Venture at a time (for example, is there only one sander?)*

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*How did you overcome these challenges?*

**Click here to enter text.**

**Tips:**

***Is marketing especially important for this Venture? Is it good to run this Venture at a certain time of day or time of the year? Other tips?***

**Click here to enter text.**

**Would you recommend to other chapters?**

*If so, are there requirements you’d recommend before recommending this Venture? For example, would you recommend the Venture only to a Chapter with more than 5 dedicated members? Would you recommend the Venture only to a Chapter that has a place to store materials? Would you only recommend the Venture to a Chapter that can spend a long time planning? Etc…*

**Click here to enter text.**

**Contact info:**

[Chapter]: [Director Name, Email]

[NINO Staff or Alumni Familiar with Venture]: [Contact Info]