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1. Executive Summary

Introduction

Matiya World is a nonprofit cultural association of the Matiya Patidar Sumaj (community) who came from the State of Gujarat in India. The history of the Matiya community can be found at www.matiyaworld.com. Furthermore, the demographics and statistics can be found in Section 4.0. Matiya World will strive to work towards leaving behind a legacy that is embedded in our roots, rich in Matiya values, customs, traditions, and cultures for our future generations to thrive and grow upon. Our vision statement is as follows:

Perserving and passing along to the next generation the ethical and cultural values are amongst the most important goals of Matiya World. It is only with “Unity and Communication” that we can grow and develop our Matiya Patidar Samaj to ensure elder and younger generations will be spiritually and culturally enlightened to face the challenges of the future.

The Organization

Currently Matiya World is being operated by a temporary Steering Committee. Formal elections will be held at the convention in July of 2006 for the Board of Directors or immediately thereafter, and every other year subsequently. Once the elections are held, the organization will be operated by elected officials. In addition to the elected officers and a board of directors, a hired executive director will work closely with the association to create a checks and balanced system. Ultimately the work will be divided among committees as well as any additional staff based on the executive director’s assessment. Furthermore, a professional lobbyist may be employed to keep us apprised of legislative activities and to help us affect-desired political outcomes.

Services

Matiya World will provide a variety of services to the Matiya Patidar Community including hosting a number of events throughout the year as well as maintaining a community database.

The association will schedule and coordinate a number of activities and events which will include cultural and educational activities and a convention every other year.

The community database will provide direct services such as community directories, mailing labels, newsletters, and website.

Among the services planned for the future are: a group insurance medical plan for all members, a group buying plan, and development of cultural and educational programs.

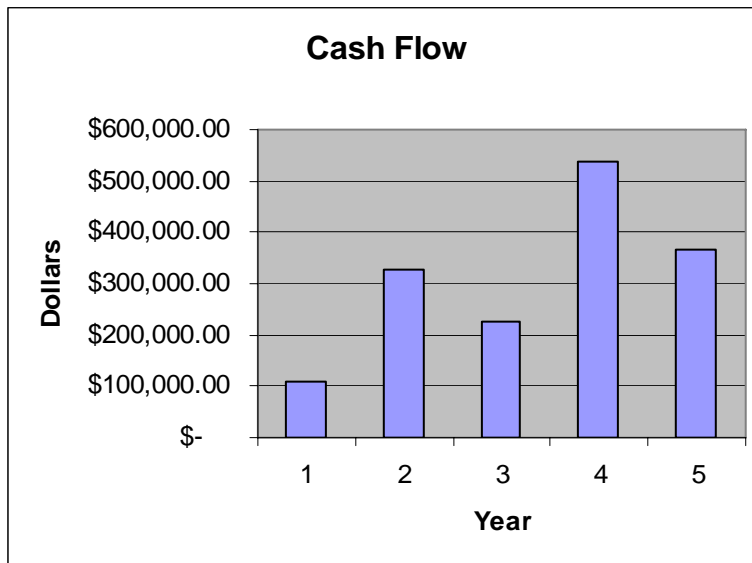
Market

Our initial market is the Matiya Patidar Community in the United States. Our members, for the most part, immigrated to the United States from the State of Gujarat in India. Maintaining our culture with the future generations has been a major cause of concern as our children are being educated and raised in a western environment. We can help our members maintain and pass on our culture to the future generations and at the same time help them integrate with the western culture. Eventually Matiya World would like to reach out to all Matiya's worldwide and provide services to the entire Matiya Community.

Financial Considerations

Our main goal as Matiya World is to generate membership growth. A large membership base provides not only increased revenue from dues but also positions Matiya World as the true representative of the Matiya Patidar Samaj.

Our cash flow is expected to be around \$100,000 for the first year and increasing year over year until it reaches over \$350,000.00 in year five. Total cash in bank at the end of 5 years is expected to be over \$1,500,000.00.



2. Organization Summary

2.0 Organization Summary

Matiya World will be the first and only organization in the United States focused on improving and enhancing the Matiya Patidar culture amongst the entire community nationwide. There are local chapters in Los Angeles, Dallas, Atlanta, and Orlando that do similar work on a regional level. However, many of the Matiya community live in other parts of the country that do not have such cultural exposure. Thus Matiya World will provide a median with an umbrella organization for all bodies and Matiya families Nationally and Internationally.

2.1 Legal Entity

Matiya World, Inc. was incorporated in the State of Delaware as a Non-Profit Corporation under IRS Section 301 (c)3. Attorney, Ritesh Patel, from Atlanta helped file the required documents and provided guidance for the establishment of Matiya World. The Steering Committee has been entrusted to file all required documents with the governing agencies and to establish by-laws, election requirements, election processes and operating procedures.

2.2 Organization History

A group of 45 Matiyas assembled in Dallas, Texas early 2005 to determine the need for a centralize Matiya association.. It was determined that the formation of Matiya World would help achieve the vision of the Matiya Community. At this meeting, a Steering Committee consisting of 17 of the attendees was formed. Their duty was to form and establish Matiya World and gather support from the community. The Steering Committee is to be dissolved after it lays the foundation for Matiya World and an elected board is in place to run the organization. The steering committee held an additional town hall meeting in Orlando, Florida where all Matiya's were invited to participate. Emphasis was placed on youth and women participation at this meeting. Over 80 people attended the Orlando meeting and Matiya World received unanimous support. Representatives of the California, Texas, Florida, and the Atlanta Matiya Community also participated in the discussions and provided unanimous support for the formation of Matiya World. Matiya World has also received a commitment of support to the Matiya World initiatives from the Matiya associations in India and Canada and is in the process of seeking similar commitments from UK, South Africa, and New Zealand, all with a large Matiya population.

2.3 Location and Facilities

Currently Matiya World does not have offices and is being run out of individual Steering Committee member homes and or offices. By the summer of 2007 we will have a compensated Executive Director and an office for Matiya World. The elected Board of Directors will determine the location of the office. At this time we do have a modest website which is in the process of being upgraded.

3. Services

3.0 Services

Activities and Services include the following:

1. Quarterly News Letter
2. National Convention every other Year
3. Cultural and Educational Programs
4. International Matiya Address Book
5. Matrimonial Services
6. Mailing Address Labels
7. Matiya Singles Platform
8. Youth Group on Web
9. Women Group on Web
10. Matiya Group on Web
11. Matiya Helpline
12. Wedding Announcement Page
13. Obituary & Death Announcement Page
14. Senior's Help Forum
15. Hindu Festival Calendar
16. Links to all Local chapters
17. Link to all International Matiya Chapters
18. Youth Counsel & Mentoring
19. Informative Seminars
20. Membership Benefits information
21. Gujarati and Hindi Language Learning Classes
22. Immigration and Citizenship Helpline
23. Youth Programs
24. Networking
25. Scholarship & Awards & recognition
26. Financial assistance to needy
27. Group Health Insurance
28. Support Local and Global Matiya Chapters

3.1 Communicating Services

We will provide a quarterly newsletter with information about cultural events, educational information, and current services both regionally and nationally that will help unify the Matiya community.

3.2 Technology

The executive director and the Association Management team will maintain Windows based capabilities including:

1. Complete email facilities on the Internet for working with members directly through email and website delivery of information.
2. Complete desktop publishing facilities for delivery of reports, announcements, news, and information.
3. Telephone and fax facilities, including a toll-free hot line for members.

3.3 Future Services

Among the services planned for the future are:

1. Group insurance medical plan for all members.
2. Group buying plan for all members.
3. Bringing the Matiya World members onto the Internet for communications and furthering the Matiya World Vision Statement.
4. Matiya World Senior Center
5. Matiya World Youth Retreats

4. Service Analysis Summary

4.0 Service Analysis Summary

There are approximately 2,105 Matiya families in the United States. The following table provides an approximate population breakdown based on current information:

State	Men	Women	Total	Children	Age	Include Children %/ State	Exclude Children % State
CA	816	768	1584	263	1 To 7	24.132%	38.578%
FL	241	231	472	937	8 To 18	7.191%	11.495%
TX	220	207	427	1258	19>	6.505%	10.399%
GA	187	182	369			5.622%	8.987%
BC	101	97	198			3.016%	4.822%
OK	63	63	126			1.920%	3.069%
TN	56	55	111			1.691%	2.703%
AZ	39	38	77			1.173%	1.875%
OH	36	34	70			1.066%	1.705%
NJ	29	29	58			0.884%	1.413%
KS	25	25	50			0.762%	1.218%
CT	24	22	46			0.701%	1.120%
NC	23	22	45			0.686%	1.096%
VA	21	20	41			0.625%	0.999%
MS	20	20	40			0.609%	0.974%
SC	18	18	36			0.548%	0.877%
NV	15	14	29			0.442%	0.706%
OR	15	14	29			0.442%	0.706%
MI	15	11	26			0.396%	0.633%
IL	14	14	28			0.427%	0.682%
PA	14	14	28			0.427%	0.682%
IN	14	12	26			0.396%	0.633%
NY	12	11	23			0.350%	0.560%
MO	11	10	21			0.320%	0.511%
KY	10	9	19			0.289%	0.463%
MA	9	9	18			0.274%	0.438%
NM	8	8	16			0.244%	0.390%
AR	7	6	13			0.198%	0.317%
XX	7	5	12			0.183%	0.292%
MD	6	6	12			0.183%	0.292%
AL	4	4	8			0.122%	0.195%
UT	4	3	7			0.107%	0.170%
WI	4	3	7			0.107%	0.170%
CO	3	3	6			0.091%	0.146%
LA	3	3	6			0.091%	0.146%
WV	3	3	6			0.091%	0.146%
MN	2	2	4			0.061%	0.097%
WA	2	2	4			0.061%	0.097%
ID	1	1	2			0.030%	0.049%
NE	1	1	2			0.030%	0.049%
NH	1	1	2			0.030%	0.049%
RI	1	1	2			0.030%	0.049%
	2105	2001	4106	2458			

4.1 Target Market Segment Strategy

Past experience has shown that most Matiya's in our community will not join this association of their own accord. Thus, we must mount an aggressive membership drive and effective marketing of Matiya World's services. With the Matiya World's vision of community unity on a national and global scale, Matiya World's services becomes a much more desirable and marketable item over the current regional chapters.

NOTE: The number of Matiya's is shrinking by inter-communal marriage, which may eventual lead to Matiya Worlds desire to merge with other communities.

4.2 Service Needs

For the most part, Matiya families are interested in maintaining our culture and heritage. With a hovering desire to have their children carry on the Matiya way of life, Matiya parents deserve communal support. We can help them pass on the culture to their children through cultural interactions with other youths and families. Children of Matiya families that live in states with small Matiya population may not have been completely introduced to the Matiya culture. By bringing all youths together at one location and creating fun filled cultural events, the youths will eventually learn the importance of the Matiya culture. Consequently, with the increase in cultural awareness, the future generations will be more acculturate with both western and Matiya beliefs. This will allow them to better integrate with their current environment.

4.3 Market Trends

One important trend is the increasing nature of our hectic lifestyles. The Parents of Matiya Patidar youths are busy making a living and unable to commit more time towards cultural preservation, making Matiya World's commitment to cultural awareness more important now then ever. Every parent wants their children to carry on the Matiya culture and pass it on to the coming generations, however, this important task of maintaining our culture is lost in the busy tussle of day to day life.

5. Strategy and Implementation Summary

5.0 Strategy and Implementation Summary

Matiya World will initially focus on three major projects: Conferences, Publishing of an Address Directory, and creating and maintaining a web based community.

5.1 Strategy Pyramid

With the key component of success for Matiya World being its membership volume, a few critical steps into creating this membership includes the following.

The strategies to grow the membership are:

1. A minimum biannual contact to all potential members within the state by either personal visits, telephone calls, or public meetings by the representatives of the state.
2. Creating value of membership through services and benefits to encourage potential members to join, and
3. Building awareness of the Association to the entire Matiya Community.

Programs to support these strategies are:

1. Special events such as conventions, youth field trips, and senior outings.
2. Creating online chat groups for members and youths to communicate through and stay in contact.
3. Publishing national and worldwide directories of Matiya Patidar Families.
4. Providing cultural and educational tools through the Internet, and
5. Legislative and government agency activity and education
6. Providing the best current product and service in order sustain repeat membership

5.2 Value Proposition

Our members operate with the knowledge and experience of a proven culture over many years. The opportunity to network with peers, meet extended family members as well as preserving our culture provides value far in excess of the cost of membership. Furthermore, membership cost will compensate for the number of services Matiya World will offer from the list in Section 3.0.

5.3 Fund Raising Strategy

Our membership dues will be based on a per family basis. Family is defined as self, spouse, unmarried children and parents (of self & spouse, if in USA) living in one household. Married brothers and sisters are not included. Annual dues of \$125.00 per family will be charged for membership. We will also raise other funds through donations and sponsorship. Our fund-raising programs include monthly objectives for the Executive Director.

6. Management Summary

6.0 Management Summary

Matiya World will consist of three phases of managerial implementation. The initial phase will be assigned to a Steering Committee, which will create the structure for the next phase of management with the member elected Board of Directors. Finally, the Board of Directors will hire, on a need as basis, a full time Executive Director.

6.1 Management Plan

Currently Matiya World is being operated by a temporary Steering Committee. This committee will lay the foundation of the organization. The committee will be responsible for creating an organizational structure complete with legal affiliation, by-laws, election procedure and guidelines, as well as all initial organizational services, notable the first Matiya World Convention.

The Board of Directors will be elected at the National Convention by the members of Matiya World, which there after will be divided into subcommittees to be responsible for various duties of the organization. Officers will be appointed from the Board of Directors to head the various subcommittees. All of these positions will be on voluntary basis.

The full-time Executive Director will be responsible for all daily organizational duties. These will include but are not limited to, personal visits to regional chapters, marketing, solicit donations and memberships, maintain and oversee all Matiya World services, and communicate with Board of Directors.

The entire management team, the Board of Directors, appointed officers, and Executive Director will all be required to constantly communicate between each other in order to meet all organizational goals.

6.2 Fulfillment

The table 7.2 summarizes our personnel expenditures (executive director and secretary) for the next five years, with compensation increasing from about \$43K the first year to about \$59K in the third. We believe this plan is a good compromise between fairness and expedience, and meets the commitment of our mission statement.

7. Financial Plan

7.0 Financial Plan

The growth of Matiya World will primarily be financed through membership fees. We recognize that this means that our growth is dependant on our membership volume and thus must aggressively push our association and services with a focus on repeat membership in order to fund the organization in the future.

The most important factor in our case is attention to detail and plan. Therefore, we need to develop a permanent system of communication and accountability between the entire managing staff.

7.1 Assumptions

1. Annual membership dues have been estimated at \$125.00 per family and remain fixed for the entire five year projection period. Its is estimated that 30% of the families will become members of Matiya World in the first year and will increase to 40% in year 2, 50% in year 3, 60% in year 4 and 75% in year 5.

2. We have estimated that approximately 30% of the members will make a donation to Matiya World. The following table breaks down the donations:

5%	will donate	\$5,000.00
5%	will donate	\$1,000.00
10%	will donate	\$ 500.00
10%	will donate	\$ 100.00

3. It is estimated that 70% of the members will attend the annual convention every year. We have estimated the cost per family to attend the convention to be \$225.00. There will be other costs such as travel and lodging that will be paid by the members. The convention registration fees will include all food, entry to all events, and entertainment.

4. Other revenue sources are raffles, interest income, misc. item sales, silent auctions, etc.

5. Both Senior and Youth events are estimated to breakeven.

6. For the most part our operating costs will be fixed with the exception of wages. We will need to add staff as the organization becomes larger.

7. We will start the association without any employees. The Executive Director will be hired by the elected Board of Directors after the first convention takes place. The revenue provided by the convention will become the beginning cash for operations.

7.2 Projections

CASH FLOW STATEMENT MATIYA WORLD 5 YEAR PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
% that are members	30%	40%	50%	60%	75%
Total families in U.S.	2105	2105	2150	2200	2200
Paid Members (Families)	632	842	1075	1320	1650
Income					
Annual Membership dues	\$ 78,937.50	\$ 105,250.00	\$ 134,375.00	\$ 165,000.00	\$ 206,250.00
Donations	\$ 227,340.00	\$ 303,120.00	\$ 387,000.00	\$ 475,200.00	\$ 594,000.00
Revenue from Convention	\$ 99,461.25		\$ 169,312.50		\$ 259,875.00
Revenue from Senior outing		\$ 42,100.00		\$ 66,000.00	
Revenue from Youth outing		\$ 63,150.00		\$ 128,700.00	
Other revenue	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00
Total Income	\$ 480,738.75	\$ 588,620.00	\$ 765,687.50	\$ 909,900.00	\$1,135,125.00
Operating Expenses					
Advertising & Printing	\$ 30,225.00	\$ 30,225.00	\$ 30,225.00	\$ 30,225.00	\$ 30,225.00
Accounting	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Credit card processing fees	\$ 1,575.00	\$ 1,575.00	\$ 1,575.00	\$ 1,575.00	\$ 1,575.00
Insurance	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Legal & Professional	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Office supplies	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Office Lease Exp.	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00
Payroll Taxes	\$ 5,000.00	\$ 5,500.00	\$ 6,000.00	\$ 7,500.00	\$ 8,500.00
Salaries	\$ 50,000.00	\$ 55,000.00	\$ 60,000.00	\$ 75,000.00	\$ 85,000.00
Telephone	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Utilities	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00
Operating Expenses	\$ 151,000.00	\$ 156,500.00	\$ 162,000.00	\$ 178,500.00	\$ 189,500.00
Event Expenses					
National Convention	\$ 221,025.00		\$ 376,250.00		\$ 577,500.00
Senior Events		\$ 42,100.00		\$ 66,000.00	
Youth Events		\$ 63,150.00		\$ 128,700.00	
Total Event Expenses	\$ 221,025.00	\$ 105,250.00	\$ 376,250.00	\$ 194,700.00	\$ 577,500.00
Balance carried forward	\$ 108,713.75	\$ 326,870.00	\$ 227,437.50	\$ 536,700.00	\$ 368,125.00