

Implementation Strategies (Approaches)

Two strategic pathways are proposed for the development of the Edo Cultural and Exhibition Center in the National Capital Region (DMV). Each approach reflects a distinct risk profile, capital requirement, and execution timeline.

1. The Incremental (Phased Development) Approach

Overview:

This approach adopts a lean, phased execution model, prioritizing early proof-of-concept, operational learning, and credibility-building before scaling.

Phase 1: Pilot Launch

- Utilize existing funds (~\$42,000) to establish a small-scale cultural center/event facility
- Options include:
 - Leasing a modest space
 - Repurposing an existing warehouse or building
 - Securing underutilized or government-owned properties at low or no cost

Phase 2: Operational Validation (12–24 months)

- Focus on:
 - Generating sustainable revenue streams from small-scale cultural center/event facility, Private donors, individual and corporate investments, public funding, corporate sponsorships, and philanthropic organizations.
 - Demonstrating effective management and programming
 - Building a loyal community base and audience demand

Phase 3: Track Record Development

- Establish a **verifiable** performance and impact track record
- Document:
 - Revenue performance
 - Program attendance and engagement
 - Partnerships and community reach

Phase 4: Scale-Up and Capital Mobilization

- Leverage proven success to:
 - Attract private donors, individual and corporate investments, public funding, corporate sponsorships, and philanthropic organizations
 - Strengthen credibility with stakeholders
 - Transition toward development of the full-scale Edo Cultural and Exhibition Center

Strategic Advantages:

- Lower initial capital risk
- Builds investor confidence through demonstrated performance
- Enhances organizational capacity and execution discipline

Additional Benefits:

- Boosts morale and cohesion within the project team and broader association
- Creates early visibility and community buy-in

Key Trade-Off:

- Slower path to full-scale impact and flagship presence

2. The Original (Full-Scale) Approach

Overview:

This approach envisions the development of a fully realized Edo Cultural and Exhibition Center through a concentrated capital raise.

Capital Strategy:

- Target fundraising: **\$2.5 million to \$5.0 million**
- Sources: Private donors, individual and corporate investments, public funding, corporate sponsorships, and philanthropic organizations
- Timeline: **24 months**

Scope and Financial Assumptions:

- Budget includes design, acquisition/construction, and initial operations
- Covers 18 months of post-launch operating costs (operations, maintenance, staffing, and management)
- Assumes limited revenue generation in the first 12–18 months

Operational Outlook:

- Transition to operational sustainability within 18 months post-launch
- Revenue streams expected from events, exhibitions, memberships, rentals, and partnerships

Growth Trajectory:

- Expansion into a broader Edo Cultural and Exhibition Center within five **years**
- Future growth funded through internally generated revenue, individual and corporate investments and continued donor engagement.

Strategic Advantage:

- Immediate establishment of a flagship, high-visibility institution
- Strong brand positioning from inception

Key Risk Consideration:

- High upfront capital requirement and dependency on successful fundraising

Comparative Insight

Dimension	Full-Scale Approach	Incremental Approach
Capital Requirement	High (\$2.5M–\$5.0M)	Low (initial ~\$42K)
Speed to Launch	Moderate (dependent on fundraising)	Fast (immediate start)
Risk Profile	Higher	Lower
Credibility Building	Assumed upfront	Built progressively
Scalability	Immediate	Phased
Investor Appeal	Vision-driven	Proof-driven