

Appendix 3 – Draft Strategy Business Plan Table of Contents

The strategy and business plan will be a key output of the Charter Planning process. A draft table of contents is provided below.

<p>Strategy and Business Plan: Draft Table of Contents Executive Summary</p> <ol style="list-style-type: none"> 1. Message from the Elders’ Council 2. Luminary Planning Stage 2020-21 <ol style="list-style-type: none"> a. Background & Charter Partners b. Key Insights and Findings 3. Overview of the Luminary Strategy <ol style="list-style-type: none"> a. Mandate, Vision, Purpose b. Values and Guiding Principles c. Coordination and Collaboration strategies d. Applications from “Mapping Exercises” 4. Education and Outreach <ol style="list-style-type: none"> a. Curriculum design considerations b. Indigenous Mechanisms and Programs c. Academic Mechanisms and Programs d. Illustrating the value proposition for Innovation 5. Luminary Research and Development Plan <ol style="list-style-type: none"> a. Five-year Research Plan b. Baseline research c. Strategic areas of collective impact d. Sectoral research and sectoral applications e. Pilot projects 6. Communications Strategy <ol style="list-style-type: none"> a. Internal communications plan b. External communication strategy and plan c. Social media and mainstream d. White papers and case studies 7. Marketing, Positioning and Branding <ol style="list-style-type: none"> a. Alignment and positioning with Research Agencies b. Key messages c. Brand and positioning in the Indigenous market 	<ol style="list-style-type: none"> 8. Luminary Management and Human Resource Model <ol style="list-style-type: none"> a. Senior Management staff; Chief Engagement Officer & Chief Development Officer; Partnership Coordinators: Academic & Indigenous b. Communications and Marketing c. Database and Measurement d. Program consultants e. Finance & Administration 9. Program and Services Design: <ol style="list-style-type: none"> 1. Innovation Awareness and Education; 2. Research Collaborations; 3. Knowledge Transfer and Dissemination; 4. Knowledge Mobilization; 5. Indigenous Business Innovation, 6. Indigenous Research Talent. 10. Program Governance Model <ol style="list-style-type: none"> a. Structures b. Advisory Bodies c. Code of Ethics 11. Economic Resource Plan <ol style="list-style-type: none"> a. Financial Projections b. Funding Sources c. Organizational capacity d. Program funding sources and options e. Membership options f. Operational Requirements 12. Measurement, Monitoring and Impact <ol style="list-style-type: none"> a. Major Milestone and timelines b. Logic Model c. One, Three- and Five-Year Action Plan d. Risk assessment and contingency planning 13. Appendices <ol style="list-style-type: none"> a. Financial Statements 5 Years 2021-2026 b. Logic Model
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