

Human Flight Association Business Plan

Mission

The mission of the Human Flight Association is to increase public awareness and establish a user group, share knowledge and inspiration, practice conservation and advancement, and provide logistical support for those in pursuit of human flight.

The Human Flight Association Proposal

People in the pursuit of human flight struggle in obtaining advancement in their practice. They lack the capacity- financial, personnel, equipment and technology- to establish themselves as a user group. The human flight community is frustrated because we are misunderstood as a result of limited access to knowledge and a lack of public awareness. HFA will act as ambassadors to bridge the gap between the practitioners and the public.

HFA is an online organization which provides a platform for open discussion about the pursuit of human flight. Supported through a strong network of practitioners and community-based organizations, HFA is able to spread knowledge and raise public awareness of the pursuit of human flight.

HFA's strategic goals are:

- Spread knowledge and raise public awareness through periodic publication.
- Engage in community-based, educational discussions.
- Build trust with established institutions (Federal Aviation Association, National Park Service)
- Promote the preservation of access to established flight zones and advocate for advancement in the pursuit of human flight.

By providing a platform for open communication HFA is able to promote human flight and spread knowledge to everyone, including low-income public sectors.

The simple premise of HFA is:

- The public and practitioners can join the association online.
- The web page will contain information about HFA.
- In joining the association members will receive benefits consisting of rescue insurance and a subscription to the periodic publication.
- As an association with members HFA will be established as a user group.

Market and Outreach

The pursuit of human flight is growing and practitioners often cite that there is a lack of organization and funding that inhibits advancement. Human flight advocates recognize that an organized source of knowledge is unavailable to the practitioner or the public. HFA will spread knowledge as well as provide funding and organization in order to

advance the pursuit of human flight.

For HFA, marketing is all about education. HFA supports community based programming that:

- Promotes quality advancement in the art of human flight.
- Teaches standards of best practice in the pursuit of human flight.
- Shares inspiration and knowledge to the community.
- Clears up misconceptions about the pursuit of human flight
- Establishes the user group.

In the first 12 months of operation, HFA projects to acquire 10 members per month at 75\$ per person, which is a total of 9,000\$ in membership fees for the first year. In addition to membership fee's, HFA will collect donations from private donors projected to total half of the funds collected by membership fee's, 4,500\$. That's a total of 13,500\$ in the first year. All funds will be deposited into the Human Flight Association Foundation and be for the direct use of achieving the goals of HFA.

HFA will target a range of markets through a dedicated marketing campaign:

- **Individuals** will consist of the private members.
- **Commercial Companies** will have the opportunity to contribute to the organization via private donations.
- **Private investors** can also contribute via private donations.

The Human Flight Association Foundation will be broken into three categories:

- Technology Advancement**- Funds dedicated to the development of new technology related to human flight. (new suits, wings, parachutes).
- Inspiration Advancements**- Funds dedicated to the exploration of new human flight ideas.
- Positive Impresion Advancement**- Funds dedicated to opening up illegal locations for human flight.

Infrastructure Development

Funding will allow HFA to develop the infrastructure it needs to establish its self as a organization. The business development objectives during the initial phases of the program are:

- Strengthen Association.** This would include organization establishment (Logo), promotional material development and a marketing strategy.
- Design Web Site.** Develop a beautiful website, with user friendly interface. This web page will allow for entities to easily access HFA information, allow for registration of members and donations, view the latest news in human flight, and apply for support of human flight advancement.
- Human Flight Periodic Publications.** The creation of a periodical that provides information about the pursuit of human flight. (Human Flight Magazine)
- Risk Mitigation and Best Practice Development.** Work with developing risk management and establishing solutions to issues by institutionalizing procedures of

best practice.

-Quality assurance. Allow members the opportunity to give feedback to the association in order to establish a better organization.

-Business Management. Deploy tools to track organization growth. Review and optimize transaction process for convenience and member satisfaction.

Ongoing Activities

-Web Management. Maintain content that strengths HFA's mission and the community.

-Marketing. Deploy educational content to outreach possible members and contributors.

-Members. Managing communications with existing members and contributors.

-Administration. Managing HFA office and associates.

-Events. Provide in-house events to raise awareness and attend existing events as a guest to spread awareness.

Costs

The current cost to operate the Human Flight Association at a basic level is