

# One Small Town Implementation Plan

February 2024

## PART 1 HOW DO WE START?



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# BEFORE WE START

- Let's keep in mind that the ONE SMALL TOWN strategy is a LIVING Philosophy
- We keep learning, growing and improving
- Our implementation plan for 2024 is very different from how we have approached it in the past
- With every new town that joins us, the implementation plan gets better and more comprehensive
- Please ensure that you are up to date with the most recent plan
- This implementation plan is from February 2024
- Look out for new updates from time to time



# Steps for ONE SMALL TOWN Pre-launch Plan

1. Ambassadors are appointed by OST head office
2. An Ambassador will then assemble a Support Team of skilled and creative people that have experience in planning, starting and managing businesses
3. Such as Business planners, Project managers, Accountants, Engineers, etc.
4. The Support Team holds a creative strategic business think tank to identify:
  - Cornerstone businesses that can fund country/town projects
  - Feasible profitable businesses that the community can contribute to
  - Critical community upliftment projects
5. Identify a list of 50 – 100 feasible, profitable businesses for the town
6. Ranging from small – medium – large – long term and high profit
7. From this analysis, the Support Team should compile a 12-month plan for the town

8. Call a town meeting - Introduce plan to community
9. Sign up members and activate the first projects
10. Write business plans for the 3-5 best chosen businesses
11. If the community needs it, plan a community kitchen to provide meals to members
12. Initiate small community upliftment projects – to raise community spirit
13. Members who participate in community projects receive INFINITY tokens
14. Create investor packs and PR campaigns to raise funds for OST businesses
15. Issue INVESTOR tokens for first OST business
- 16. Local residents get first preference to buy shares in their own businesses**
17. If funds cannot be raised locally – Then offer INVESTOR tokens to the country first -  
If still not enough funds raised, then offer investment to the rest of the world
18. The Investor Token is a great way to crowd-fund our own businesses and keep full ownership local, in our communities, with the residents of our towns
19. Repeat the same funding process with the rest of our business plans

# Who can start a **ONE SMALL TOWN initiative?**

- Anyone who has the passion and drive to do so, and who qualifies for the roles whose requirements are described on the **OST Platform**

## **AND also**

- Community leaders with strong support
- Churches with strong leadership
- Influential members of the community



# STEP ONE

## Sign up as a Member on the OST Platform

- All OST activities begin with membership
- Everything is done and recorded on the OST Platform
- Our members are responsible for the ideas, activities, implementation, and everything that makes the OST initiative a success
- Step 1 – Become a MEMBER ([www.onesmalltown.org](http://www.onesmalltown.org))
- Step 2 – After signing up on the OST Platform, go to MANAGE MY SKILLS & TALENTS to add your abilities and expertise
- Step 3 – From MY PROFILE apply to become Ambassador or to other roles at International, Country or Town level
- Step 4 – Follow the steps outlined on the platform



# Ambassadors of ONE SMALL TOWN

There are TWO types of Ambassadors in the OST initiative:

**1. COUNTRY Ambassador**

**2. TOWN Ambassador**

- Every OST initiative must have a Country and a Town Ambassador
- The Country Ambassador creates and manages the OST legal entity for the Country
- The Town Ambassador is the person who launches and drives the initiative in a town or community and must be a person residing in that town.



# Ambassadors' Requirements & Abilities

- The Ambassador role is similar to a GM or CEO in a company
- Visionary, self driven, problem solver, good leader
- Good management skills with attention to details
- Calm with a good oversight of all activities
- Able to motivate and coordinate a team to perform various tasks
- Diverse experience in various industries is beneficial
- Medium to Long-term commitment



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# Main Objectives of OST

Create **Cornerstone Business** to help fund the country/town offices and projects

Plan and start **Community Owned Businesses** where the cash profits are shared to all who contribute time

Start **Community Upliftment Projects** that make a difference to the town

Ensure there is an **attractive environment** to attract investment – either from the town's residents or beyond



# Why We Make it Attractive for Investors

- Investment is always offered firstly to the residents of the town
- We wish to ensure that all projects are well planned and costed so all who invest, either time or money (or both), will benefit
- Investors everywhere are looking for good, safe and attractive investment opportunities
- Investors will **not** invest into unstable areas and divided communities
- We must present a united community spirit
- Present attractive business plans for diverse investment opportunities
- Make our town beautiful and attractive to visitors
- Show a constant presence of OST members and activities
- Be visible doing various things – cleaning parks, fixing roads, arts, sports, recreation, schools, orphanage, senior citizen homes, etc.
- Start a community kitchen that feeds OST members who participate



# TWO Separate Areas of Activity

## COMMUNITY UPLIFTMENT PROJECTS

These are usually the activities that the municipality / council are not funding, even though they are needed by the community. For example:

- We can fix and beautify our town and our environment for ourselves and our visitors.
- We can activate the arts, sports, recreation, caring, and grow food for ourselves to distribute and share among members
- We can activate many diverse community improvement projects

## OST COMMUNITY OWNED BUSINESSES - Details below

These are the businesses with good profits and return on investment that we choose to launch



# Community Gardens

- Farms and land that is made available by farmers who are members, on which we grow food exclusively for ourselves.
- Special agreements are reached with farmers and land owners to achieve this.
- This is a well planned and carefully implemented activity, which is managed by specialists.
- An area where members with special skills can really shine.
- Food parcels are shared equally on a regular basis with active members, and delivered to the OST store, when they become active.



# What is the Role of the people in the OST Community?

- OST members are the POWER behind the OST initiative
- OST community are OST MEMBERS signed up on the OST Platform
- Each member contributes 3 hours of time per week, or more, towards our businesses and community projects
- This is why the community retains a minimum 60% NET PROFIT from all our businesses (or 90% depending on investment)
- We turn our town into a united powerful CONTRIBUTION FORCE that can grow, build, manufacture, or fix anything we choose
- The OST members CONTRIBUTION FORCE is one of the main attractions for investors



# How does the Community structure itself ?

The Country Ambassador creates a legal **corporate entity**:

- Co-operative
- Non profit company
- Whatever is most suitable in each country and ensures liability is protected



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- The Town Ambassador appoints a Support Team that will help identify the most suitable cornerstone businesses, community upliftment projects and profitable businesses for the town or community
- Everyone in town is invited to become a member signing up on the OST Platform
- All members must contribute a minimum of 3 hours per week to community projects & businesses, to receive rewards such as, tokens, food, services & cash from profits



# What about people who do not want to participate in the OST plan?

People who **do not** join OST just carry on with their lives as normal

**BUT**

They **will not** receive any of the benefits from all the OST businesses





# How do we choose what businesses to start?

The Town Ambassador with the Town Support Team will analyse the needs of the town and identify the most suitable businesses:

- Get creative
- Organise a creative think tank with your members
- Use your imagination – think out of the box
- Identify all the obvious opportunities staring you in the face
- Identify natural resources that are available to you
- Identify the skills and talents among your members
- Imagine businesses around the talents of your members
- Explore all the sectors



# Sectors & Sub-sectors

- Arts
- Culture
- Agriculture
- Construction
- Building Materials
- IT & Technology
- Pharmaceuticals
- Healthcare
- Sport
- Manufacturing
- Food processing
- Roadworks
- Emergency services
- Automotive
- Aerospace
- Military
- Music
- Film



# Identify a Strategic Plan & Vision For your town Specialize in Something

SPORTING EVENTS

CONFERENCES

FESTIVALS

EDUCATION

HEALTHCARE



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# Find Labour intensive businesses

FARMING

FOOD PREPARATION

PACKAGING

PROCESSING

CONSTRUCTION

ASSEMBLING

HOTELS

CALL CENTERS

HEALTHCARE

SECURITY



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# Find High profit yielding industries

FOOD PRODUCTION

ACCOUNTING

BOOK KEEPING

PHARMACEUTICS

TECHNOLOGY

HEALTHCARE

SPECIALIZED MATERIALS



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# Identify the industrial and business opportunities lying idle in your town

FARMS

DAIRIES

MALLS

FACTORIES

RECREATIONAL AREAS

HOUSES

HALLS

SPORTING FACILITIES



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# Identify businesses that once boomed but have now closed

Why are they closed?

Insolvency? Skills? Other reasons?

Our **contribution force**  
can make many defunct businesses  
financially viable again  
**with the right business plans**



Identify **NEW** opportunities that were not  
considered before

Look at your environment...

**Think out-of-the-box**





Choose the **THREE best businesses**  
that bring early profits

Develop detailed business plans  
for these business

OST Implementation continues in Part 2  
**How Do We Fund Our Activities?**

