



mArch

Business Flow Concepts

Flow of Change
Competitive Advantage
Architectural Equity
Partners and Activities

The image consists of a 7x5 grid of squares. Each square contains a pattern of overlapping triangles. The triangles are arranged in a way that creates a central, larger triangle shape. The triangles are colored in shades of green and white. The central triangle is the most prominent feature, and it is surrounded by smaller triangles that overlap it. The overall effect is a complex, geometric pattern that is difficult to discern at a glance.

What do you see?

Flow of Change

ProKids KnowledgeWorks Foundation Strive Partnership Rothenberg School
CoreChange Critical Care for Children UWGC Success by Six Place Matters Price Hill Early Childhood Strategies
Cornerstone Renter Equity Cincinnati Community Development Corporations Innovation Engineering

City of Cincinnati PlanCincinnati Neighborhood Summits MSD Project GroundWork Lick Run
Form Based Code Neighborhoods and Institute Hamilton County Planning and Development
Children's Defense Fund Freedom Schools Envision Children Architectural Foundation of Cincinnati ABC

mArch

Design Firms AIA Cincinnati Urban Design Advocacy UC Community Design Center
Lower Price Hill Community School Lower Price Hill Community Council Oyler School
River West Working Group Wasson Way Groundwork Cincinnati/Mill Creek West Fork Creek

Camp Washington Community Board River City Correctional Center Talbert House Sabin Science
Knox Church Third Church Carmel Church Project Ceasefire Church of the Living God
US Green Building Council Labs 21 Public Interest Design Social Economic Environmental Design Network

University of Cincinnati DAAP Miami University College of Mount St. Joseph ASID IDEC IIDA
Society for College and University Planning Institute Association for Institutional Research

Flow of Change



Your Planned Work

Your Intended Results

1

Resources/
Inputs



2

Activities



3

Outputs



4

Outcomes



5

Impact

Structure from ProKids
Cincinnati OH 2011
W.K. Kellogg Foundation
Logic Model 1998

The business model of cross-cultural relationships returns viable change while developing desperately needed community capacity.

For twenty years: add environmental science design impact and joy.

Scope

DEFINE

Buyers

Choose pay scale: for-profit risk and non-profit public, donor, volunteer, consultant.

Shape space for basic and applied research, material science and investment news.

APPEAL TO NEED

PAY

Competitive Advantage

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The model of moving relationships, change and capacity enables and sustains.

CREATE AND SUSTAIN

SPEND

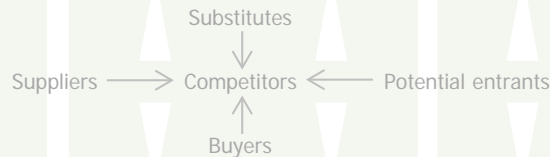
Co-create value for corporate and public benefit within m.Arch tax exempt operation.

Policies and Activities

Resource Allocation

Budget as NTEE S02, and IRC 509(a)(1): 23% public support, purposed and other fees.

Exempt management and technical assistance for community improvement and capacity building.



Architectural Equity

$$M: \frac{\text{moves toward mission}}{\text{positive outcomes}} > 1$$

$$C: \frac{\text{adds m.Arch capacity}}{\text{sustains stakeholders}} > 1$$

$$R: \frac{\text{generates revenue}}{\text{balances risk + opportunity cost}} > 1$$

$$B: \frac{\text{benefits public}}{\text{total benefits}} > \frac{1}{10}$$

Program Partners and Activities

M: $\frac{\text{mission}}{\text{outcomes}} > 1$		civic design 1 business-living infill	2 group tool invention
	What?	Assist in managing living and working, for example adaptive infill shop/ office/ residence.	Assist in applying technology, for example school-group tool invention.
C: $\frac{\text{capacity}}{\text{sustains}} > 1$	Who?	selected m.Arch team, individuals and groups	
	When?	working hours, before and after as needed for neighborhood meetings	
R: $\frac{\text{revenue}}{\text{risk}} > 1$	Where?	Cincinnati region: m.Arch office, client locations and public settings	
	How?	Enjoy choice to live together with work and justice	Join senses with learning, business and co-creation.
B: $\frac{\text{public}}{\text{benefits}} > \frac{1}{10}$	Time?	10%	10%
	Funding?	Attract significant, measured fee for service, external grant and financial support.	

Program Partners and Activities

<p>M: $\frac{\text{mission}}{\text{outcomes}} > 1$</p>	<p>civic design 3 urban architecture</p> <p>What? Assist architecturally, for example courtyard cluster development.</p>	<p>4 open space</p> <p>Assist in urban design, for example open space program: use/character.</p>
<p>C: $\frac{\text{capacity}}{\text{sustains}} > 1$</p>	<p>Who? selected m.Arch team, individuals and groups</p> <p>When? working hours, before and after as needed for neighborhood meetings</p>	
<p>R: $\frac{\text{revenue}}{\text{risk}} > 1$</p>	<p>Where? Cincinnati region: m.Arch office, client locations and public settings</p> <p>How? Voice shared building of good places with leaders and minorities.</p>	<p>Shape space for city life with energy, kindness and humility.</p>
<p>B: $\frac{\text{public}}{\text{benefits}} > \frac{1}{10}$</p>	<p>Time? 10%</p> <p>Funding? Attract significant, measured fee for service, external grant and financial support.</p>	<p>10%</p>

Program Partners and Activities

<p>M: $\frac{\text{mission}}{\text{outcomes}} > 1$</p>	<p>civic design 5 DIY energy development</p> <p><i>What?</i> Assist in social development, for example DIY energy upgrade.</p>	<p>6 government partner plans</p> <p>Support governmental management partners, for example needs analysis/ feasibility proposal</p>
<p>C: $\frac{\text{capacity}}{\text{sustains}} > 1$</p>	<p><i>Who?</i> selected m.Arch team, individuals and groups</p> <p><i>When?</i> working hours, before and after as needed for neighborhood meetings</p>	
<p>R: $\frac{\text{revenue}}{\text{risk}} > 1$</p>	<p><i>Where?</i> Cincinnati region: m.Arch office, client locations and public settings</p> <p><i>How?</i> Evolve patterns and systems to benefit underserved people.</p>	<p>Plan and design through faith in civic structure and high ideals.</p>
<p>B: $\frac{\text{public}}{\text{benefits}} > \frac{1}{10}$</p>	<p><i>Time?</i> 10%</p> <p><i>Funding?</i> Attract significant, measured fee for service, external grant and financial support.</p>	<p>10%</p>

Program Partners and Activities

M: $\frac{\text{mission}}{\text{outcomes}} > 1$		civic design 7 neighborhood infrastructure	co-create firm 8 community co-investment
	<i>What?</i>	Support neighborhood infrastructure, for example accessible shelter/toilet.	Attract \$300,000 in operating and follow-on revenue.
C: $\frac{\text{capacity}}{\text{sustains}} > 1$	<i>Who?</i>	selected m.Arch team, individuals and groups	director, partner leaders, early adopters, community leaders, foundations, staff
	<i>When?</i>	working hours, before and after as needed for neighborhood meetings	start of leadership team, follow-on
R: $\frac{\text{revenue}}{\text{risk}} > 1$	<i>Where?</i>	Cincinnati region: m.Arch office, client locations and public settings	m.Arch and colleague workplace
	<i>How?</i>	Evolve patterns and systems to benefit underserved people.	Integrate of multicultural interdisciplinary small group.
B: $\frac{\text{public}}{\text{benefits}} > \frac{1}{10}$	<i>Time?</i>	10%	20%
	<i>Funding?</i>	Attract significant, measured fee for service, external grant and financial support.	

Program Partners and Activities

$M: \frac{\text{mission}}{\text{outcomes}} > 1$	<p>co-create firm 9 link complementary services and tools</p> <p><i>What?</i> Network to 2-year work program, talent, technology, resources, and partners.</p>	<p>10 structure learning culture</p> <p>Invite partner individuals and groups to listen for strengths, frame what works, and act.</p>
$C: \frac{\text{capacity}}{\text{sustains}} > 1$	<p><i>Who?</i> small leadership group, early community adopters, referred neighbors, allied consultants, and institutions</p> <p><i>When?</i> start of leadership team, follow-on</p>	
$R: \frac{\text{revenue}}{\text{risk}} > 1$	<p><i>Where?</i> m.Arch and colleague workplace</p> <p><i>How?</i> Increase delivery speed, traction of solutions, and sustained value of improvements</p>	<p>Develop business and community capacity as a shared learning enterprise.</p>
$B: \frac{\text{public}}{\text{benefits}} > \frac{1}{10}$	<p><i>Time?</i> 20%</p> <p><i>Funding?</i> Attract significant, measured fee for service, external grant and financial support.</p>	<p>15%</p>

