

AI Studio Business Case Funding Proposal



STUDIO
BY **MDC**

A dedicated place to strategically assemble AI solutions through a combination of partnering, integration, and proof of concept testing that will accelerate the adoption, deployment, and value realization of AI for owners.



The Latest Opportunity for Visionary MDC Owners

**Fund the development of the business plan
for MDC's AI Studio.**

Goal is \$250,000 by October 9.

Details inside!

MDC Owners overwhelmingly support the concept.



94% supported the idea of AI Studio

100% supported creating a Business Plan

51 people from

30 unique MDC owner organizations gave us their feedback



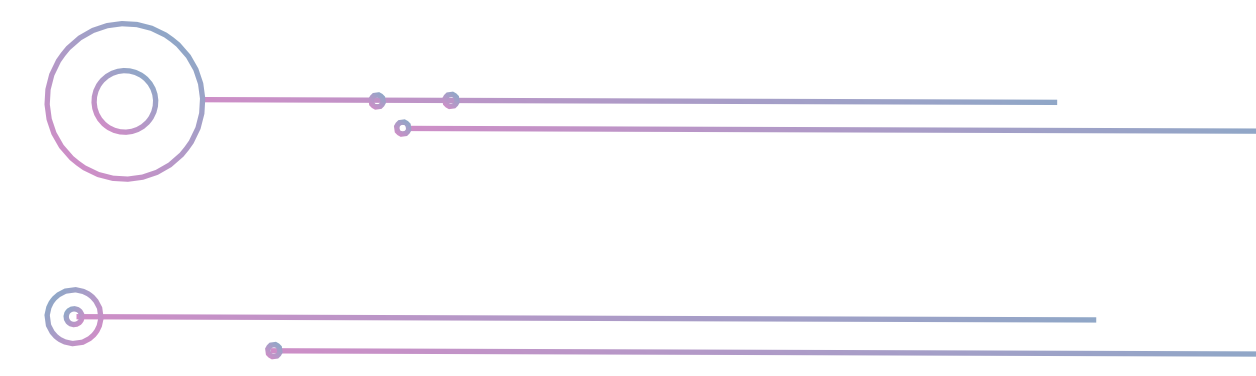
So we are moving forward quickly with Phase 1 – secure funding to create a Business Plan.

Our goal for Phase 1 is to secure funding from MDC owners to develop a comprehensive business plan to guide the overall strategy and operations for launching AI Studio—a CUSO dedicated to providing AI solutions tailored to the needs of credit unions. The business plan will involve identifying a leading AI consulting partner to conduct detailed market research, feasibility studies, strategic planning, and financial modeling to ensure the proposed CUSO is viable, sustainable, and capable of enhancing the operational efficiency and competitive positioning of participating credit unions.

There are clear objectives for Phase 1.



1. Identify and engage AI SMEs as project partners.
2. Conduct market research to analyze the current and future AI needs of credit unions, assess competitor offerings, and identify market gaps.
3. Conduct feasibility studies to evaluate the technical and operational feasibility of launching an AI-focused CUSO.
4. Establish a framework for the operational and governance structure of the CUSO.
5. Develop the business plan, including the mission, vision, high-level strategic goals, potential operational structure, market entry strategy, and financial projections.
6. Develop a financial and strategic rationale for the CUSO, highlighting potential returns on investment (ROI) for participating credit unions.
7. Develop investment proposal in preparation for launch of AI Studio funding.
8. Develop the remaining project plan for CUSO fundraising and launch.



It will cost **\$250,000 to achieve our Phase 1 objectives.**

High Level Project Plan

Phase 1: Fundraise and develop Business Plan and associated deliverables

Phase 2: Launch CUSO fundraising to build AI Studio

Phase 3: Build AI Studio

Phase 1 Details

**Funding is open to all MDC owners
Commitment deadline is October 9**

FAQs



What is this fundraiser for?

We are fundraising for the development of the Business Plan—NOT the AI Studio itself.

Why is this project work not covered by our annual subscription dues?

Great question! The annual subscription dues fund MDC's entire operations. We dedicate more than half of our revenue to working on projects, and when we need to hire third-party talent, that comes out of the project budget. AI talent is expensive, and we estimate that building the AI Studio business plan will require approximately \$250,000—including those expensive third-party costs. When a project gets into this range of expense, we typically seek contributions from owners to help fund that specific project. Over the years we have done this for several projects (such as Scenario Planning and Curql, for example). Additionally, this request for funds also acts as an informal vote of support to move a project forward.

Is there a minimum contribution?

Yes, the minimum contribution is \$10,000.

What is the deadline to commit a contribution?

With the expedited project timeline, contributions must be confirmed by October 9.

Is there a maximum number of Owners who can contribute?

No, there is no limit to the number of Owners who can contribute.

What happens if you don't raise the full \$250,000 amount?

If we don't raise \$250,000 we will have to assess if the project work is still feasible and if not, funds will be returned.

What happens if you raise more than \$250,000?

Any funds above \$250,000 will be applied to future phases of this project.

When will I be invoiced for my commitment?

Once commitments reach \$175,000, we will send out invoices.



Are you ready to get started?

Need information?

MDCAIStudio.com

