

BWP PROVIDES BENEFITS TO FUNDING PARTNERS

July 1, 2010

Boston World Partnerships recruits innovators, entrepreneurs and other high-achievers across a range of industries to serve as Connectors, creating a uniquely valuable business network that is absolutely brimming with valuable intelligence and relationships. We use that network to advance our mission of growing the Greater Boston economy.

Now, BWP is offering businesses the opportunity to make a fractional purchase of the incredible intelligence and relationships aggregated in this Connector network. You are invited to fund one or more of BWP's Connectors at a cost of \$5,000 each for one year. In return, you receive a set of benefits that we help you apply to your most pressing challenges and most promising opportunities.

The proposition is simple. Fund a Connector and grow your business. And grow Greater Boston.

FREQUENTLY ASKED QUESTIONS

Is BWP a non-profit?

Yes, Boston World Partnerships is a registered 501(c)3 non-profit organization. Mayor Thomas M. Menino is Chairman of our Board. For a full list of Board members, please visit the About page on our website, or [click here](#).

BWP currently has 175 Connectors. Who are they?

First, Connectors are high-achievers. 50% have a Masters or a PhD. Most speak multiple languages (some as many as *six*). Their average purchasing influence exceeds a half-million dollars. 68% have started a business. 54% will start another business in the next year.

Second, this group is unique in how it transcends all typical silos. Industries represented range from software to real estate law, from international diplomacy to mobile platforms, from banking to social media strategy, and so on. The diversity of the group is a source of its unique ability suss out cutting-edge ideas. 42% of Connectors are women, 31% people of color, 21% born in another country (representing some 30 different countries).

Third, and perhaps most importantly, 99% consider BWP a trusted network.

Think of this group as a highly desirable horizontal sliver of Greater Boston's economy. To search the Connector group or to read their individual profiles, please visit our site, or [click here](#).

How does the Connector program impact regional economic growth?

Connectors gather valuable intelligence that is relevant to the Greater Boston economy, and they promote Greater Boston via their own extensive networks. Also, they act as a sort of help desk, sharing their expertise and their contacts to help other businesses navigate Greater Boston and plug into whatever resources they need to drive growth. It's simple, but very, very powerful. In its first year, this effort generated 362 new jobs for Greater Boston and \$38 million in new statewide spending. To read an executive summary of our year one performance report, entitled *Citizen Salesforce*, visit the Document Archive on our site, or just [click here](#).

How does funding a Connector help you grow your business?

For each Connector you fund, you make a fractional purchase of all the business intelligence and innovation and key relationships that our Connector group aggregates. We increase those benefits as you fund additional Connectors. Each new funding partnership begins with a Goals Consultation, where we discuss your most pressing challenges and opportunities so that we can harvest relevant introductions and information out of the Connector network and deliver that to you. In this way, we filter the critical-but-messy innovation conversation to present you with the bits you've told us are important to your growth. It is a low-cost way for you to plug into a stream of ideas and information and people who *are* going to impact your business, one way or the other.

You can watch a ten-minute video presentation with more detail by [clicking here](#).

What specific deliverables do Funders receive from BWP?

The benefits for Funders increase with the number of Connectors that you fund. At a high level, we help you extract from our network the information that is relevant to your goals, and we help you educate our community of influencers about your goals. The categories of benefits include Concierge Service, Targeted Introductions, Premium Events, Visibility/Promotional Opportunities, Customized Intelligence, and Professional Development Opportunities. For a list of specific BWP deliverables at each funding level, please [click here](#), or contact us directly using the contact information provided below.

What size companies benefit from funding Connectors?

All sizes. Right now we are working with State Street Corporation, to assemble a variety of perspectives and expertise that are relevant to State Street's goals in Brazil. Think of BWP as a small plane that flies at a lower altitude than the large, or even multi-national, corporation. Where we fly, we pick up tons of on-the-ground intelligence, and we share the relevant pieces with our partners – big and small. We have other partners that are startups, including one in Europe. For lean little guys, BWP is a way to identify partners, source vendors, and seed relationships with customers.

What's next for BWP?

On July 12, our Chairman Mayor Thomas M. Menino will hold a press conference to announce our newest round of funding partners and to discuss BWP's next wave of growth. If you are considering funding some number of Connectors and would like your participation to be recognized and celebrated at this event, please contact us now.

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