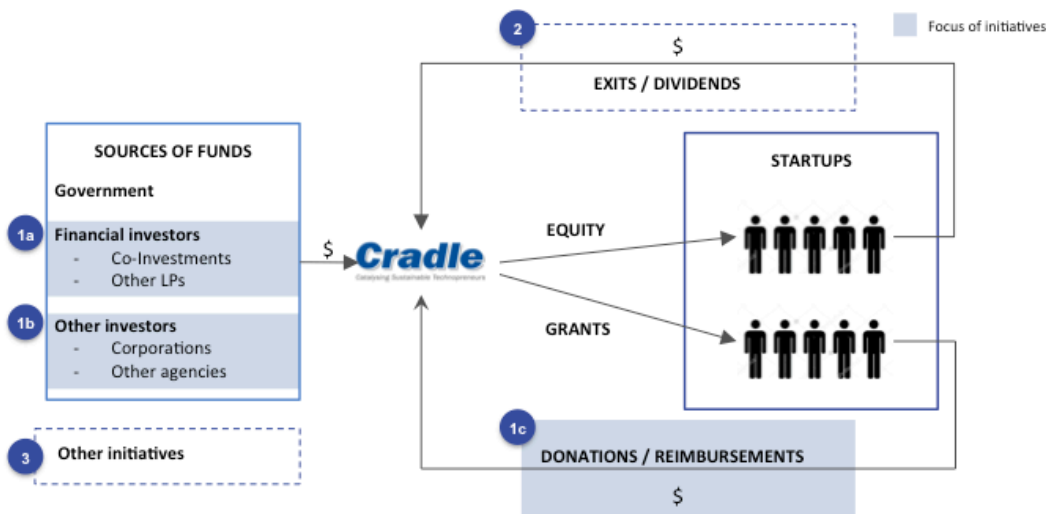


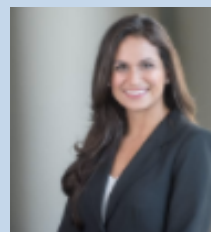
# Cradle needed to reduce its dependency on government funds



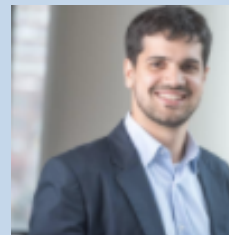
## We evaluated different alternatives to generate funds



## TEAM



Ana Maria Sanchez



Heitor Martins



Juliana Cavalcante



Karina Lisa

## Three initiatives aligned with their mission were selected

Initiatives	Revenue Potential	Easiness of Implement.	Strategic Alignment	Comments
1a Equity investments and diversification of funds	●	◐	◐	Potential to be a steady and relevant source of funds. Short-term focus should be on matching and in the move from grants to equity
1b Attract corporate partners	◐	◐	◐	Can generate revenues in the short-term. Opportunity to leverage current contacts and increasing interest from corporations in Malaysia.
1c Community building program	◐	◐	●	Low revenue potential in the short-term, but is strongly aligned with Cradle's mission

○ Low ● High