



Brightly® Expansion

Are you a cooperative development organization interested in bringing the Brightly franchise model to your city?

Does your city have the potential market for Brightly cooperatives? Using a framework developed by PennPac, we ask that you fill out the following scorecard for your city, utilizing the proposed methodology for each area. We want to assess 5 factors in this initial phase. If we determine that your city has a high probability of success, we would then continue with more in-depth research. If you have additional information for each section, please feel free to include it.

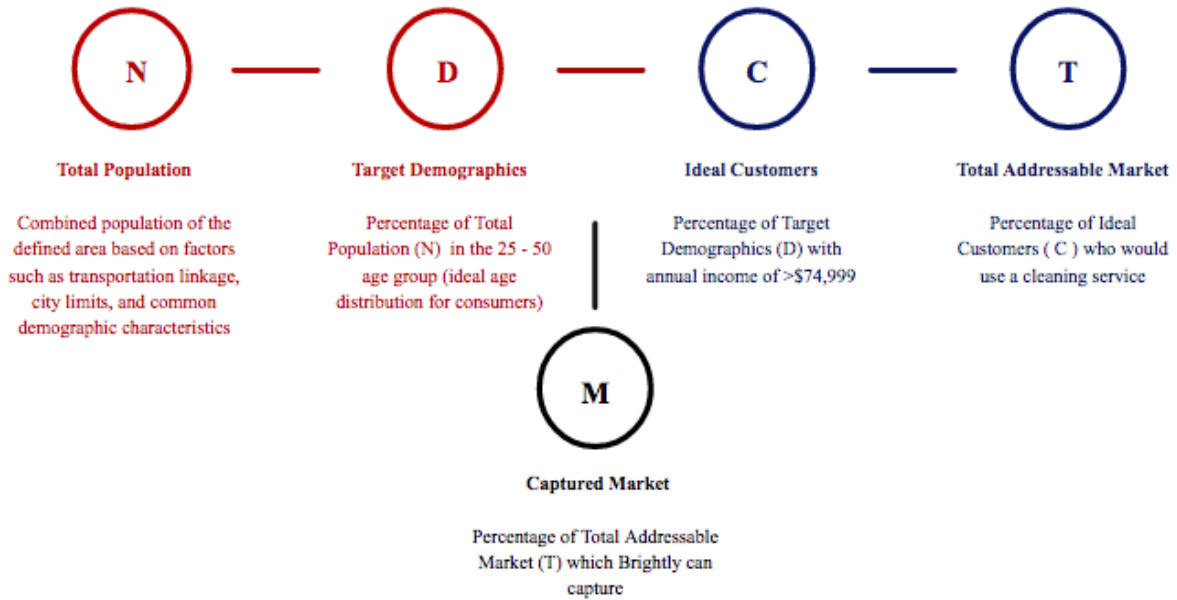
Factors	Score
1. Market Size	
2. Transportation	
3. Market Sentiment	
4. Legal Infrastructure	
5. Cooperative Ecosystem	
Total	

Methodology

1. Market Size

It is important to clearly define the target clientele for each market in order to accurately assess the feasibility of successful expansion. After the target market is defined, the size of that market should be evaluated and compared to that of other potential markets.

Addressable market is calculated as:



2. Transportation

Reliable transportation is critical to the success of any Brightly Cooperative. We have developed uniform metrics to compare transportation options in each of the three markets under consideration.

Metric Definition			
Score	Mean Travel Time to Work	% Using Public Transit as Primary Means	Number of Transit Routes
0	60+	0-10%	0 - 25
1	50 to 60	10-25%	25 - 50
2	40 to 50	25-35%	50 to 100
3	30 to 40	35-45%	100 to 200
4	20 to 30	45-55%	200 to 300
5	0 to 20	55%+	300+

Are there additional considerations, such as ease of obtaining a driver's license?

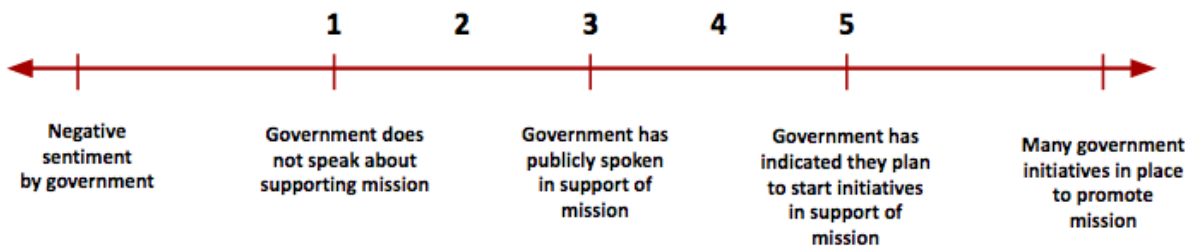
Your city's Transportation Score:

3. Market Sentiment

A baseline level of local government support for immigration and small businesses are critical to the success of a new Brightly franchise. If the government does not support Brightly's social mission, the impact of other factors may be undermined.

Government Support for Business Impact	
Support for Immigration	
Support for Small Businesses	
Views on Green Cleaning	
Local Government Support for Worker Cooperatives	

Metric Definition



Your city's Market Sentiment score:

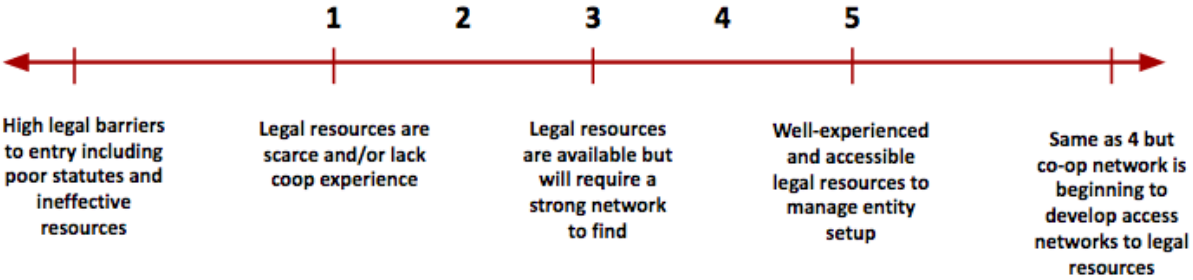
4. Legal Infrastructure

Brightly's success will depend on a legal infrastructure that allows for the co-op's current business entity setup. Because of the mixed status of the cooperatives' participants, it is imperative that Brightly owners are not at risk of being treated as employees.

Indicators of Legal Infrastructure	Notes
Cooperative Legislation (what are the existing cooperative statutes in your State? Are they accessible to all communities?)	

Identified Legal Clinics (Are there legal clinics or pro bono lawyers that could support worker cooperatives through their entity formation-incorporation, as well as offer additional legal services?)	
Necessity of Workplace Compensation	
Franchise Registration Is your state a registering state, a filing state or a non-registration state? Check here	

Metric Definition for Legal Infrastructure



Your city's Legal Infrastructure score:

5. Cooperative Ecosystem

A strong cooperative ecosystem, inclusive of community-based organizations is critical to incubating a Brightly coop successfully.

Multiple factors should be considered in a consistent way to systematically assess the strength of potential partners including:

- **Connection to the local immigrant community** / access to potential worker-owners
- **Trust** by the local community and positive reputation
- **Staff capacity** (facilitate weekly meetings, manage worker-owner communications, connect with CFL staff regularly, drive business development efforts, etc.)
- **Funding** to incubate and maintain a co-op development program

Pluses:

- Connection to local counsel or **pro-bono legal aid** with co-op/LLC experience
- **Experience** incubating cooperatives

	Name of Org 1	Name of Org 2	Name of Org 3
Connection to Immigrant Community			
Trust by Local Community			
Staff Capacity			
Funding Available			
Access to Pro-Bono Legal Aid			
Cooperative Incubation Experience			

Sample sources

- **Market Sizing:** <https://datausa.io/>
- **Ballot Initiatives:** https://ballotpedia.org/Philadelphia_County_Pennsylvania_ballot_measures#2019
- **Department of Labor Statistics:** <https://www.bls.gov/oes/current/oes372012.htm>
- **Competitive Landscape:** https://www.yelp.com/search?cflt=homecleaning&find_loc=New%20York%2C%20NY