

Business Plan



Mosaics Childcare

Rebekah Pastorelle

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EXECUTIVE SUMMARY

Mosaics Childcare is an organization that provides safe and engaging childcare for children aged 18 months to 12 years. Mosaics Childcare will consist of three branches; Brain Breaks, Mosaics After-School, and Mosaics Daycare.

- Brain Breaks is an online-based scavenger hunt that is designed to encourage curiosity and problem solving in children, while giving them a mental break from their normal classes and homework.
- Mosaics After-School focuses on helping kids stay on top of homework assignments, and offers game time, reading practice, and hands-on activities.
- Mosaics Daycare encourages curiosity, learning, and social skills in a safe and loving environment.

Kids in elementary school will be enrolled in the Mosaics After-School, and kids under elementary age will be cared for by Mosaics Daycare. Brain Breaks is fun and engaging for all age groups, including older kids and parents!

OWNER BACKGROUND AND COMPANY

DESCRIPTION

Owner Background:

Mosaics Childcare will be put in place and run by Rebekah Pastorelle, under the umbrella of church employment on the church's campus. Ms. Pastorelle is a Business Major at Oak Valley College (OVC). She has 8 years of childcare experience. She has served with two afterschool programs, one in Redlands, CA, and one in Chiang Mai, Thailand. Ms. Pastorelle has helped run weeklong Vacation Bible School programs for kids in Redlands-CA, Ucluelet-British Columbia, Chiang Mai-Thailand, and Arusha-Tanzania. In all her travels, she has noticed that children worldwide are very similar. All children crave praise and affection, they want to explore the world around them, and they long to feel safe and loved. Ms. Pastorelle plans to create an environment that will meet all these needs and give children a solid foundation to work from in future years.



Company Description:

The Brain Breaks branch of Mosaics Childcare will be individually run by Ms. Pastorelle, and will not bring in any profit. The Mosaics After-School branch of Mosaics Childcare will start as an extension of Sunrise Church, and Ms. Pastorelle will function as an employee of the church. Then Mosaics Childcare will branch off from Sunrise Church and register as a Non-Profit Organization, and will offer free after-school care and activities to families. The organization will be funded by grants and donations, with some expenses covered personally by Ms. Pastorelle. In the future Mosaics Childcare will expand to also offer daycare services for profit in addition to free after-school care. At that time, the business will begin filing as a Sole Proprietorship, and income from the daycare services will be used to pay staff, bills, taxes, and the business owner Ms. Pastorelle. Mosaics Childcare will still apply for grants to provide the best possible after-school care and activities.

MISSION, VISION, AND INNOVATIVE DESCRIPTION

The Mission Statement, Vision Statement, Values Statement, and Innovative Description of Mosaics Childcare are as follows.

Mission Statement:

To serve families by caring for children. To introduce kids to a Biblically sound worldview. To encourage curiosity and exploration.

Vision Statement:

To help make a Christ centered community that is passionate about serving others.

Values Statement:

A sense of curiosity and wonder, learning through play and exploration, providing opportunities for new experiences, and supporting families in a Christ-centered environment.

Description:

Mosaics Childcare is an organization dedicated to loving and supporting children and their families. Mosaics Childcare is starting as an interactive online program called Brain Breaks. In the fall of 2021 Mosaics Childcare will launch the Mosaics After-School program for kids in elementary school, which offers homework help and is focused on encouraging learning through play. In the future Mosaics Childcare will implement Mosaics Daycare services for children 5 years old and younger. Mosaics Childcare aims to serve parents by offering safe and engaging childcare at a convenient location.

INDUSTRY ANALYSIS AND TRENDS

This section identifies the industry Mosaics Childcare will function in. This information helps determine the best marketing practices. Businesses are assigned one industry code, either a Standard Industry Code or a code from the North American Industry Classification System, based on the most prominent service offered. Mosaics Childcare will aim to function in the Child Daycare/Before or After School Care industry (NAICS 624410).

Below are several relevant industries that Mosaics Childcare may compete with.

SIC = Standard Industry Code

NAICS = North American Industry Classification System

Industry Analysis:

Child Daycare - 8351 (SIC)

Babysitting Service - 7299 (SIC)

Head Start Centers partnering with Elementary Schools - 8211 (SIC)

Child Daycare/Before or After School Care - 624410 (NAICS)

Child and Youth Services - 624110 (NAICS)

Religious Non-Profit Organization - 813110 (NAICS)

Competition Snapshots:

A large-scale look at childcare services offered in the Inland Empire. Childcare costs are based on information found at KidsData.org, see Figure 2.2 in the Appendix.

Total number of licensed Daycare Facilities in the Inland Empire - 792

Total number of licensed In-Home Daycares in the Inland Empire - 2,578

San Bernardino County

- There are 453 licensed Daycare Facilities in San Bernardino County, and 1,287 licensed In-Home Daycares.
- The average cost per week for sending a child to a Daycare Facility is \$252 for infants and \$185 for preschoolers.
- The average cost per week for sending a child to an In-Home Daycare is \$168 for infants and \$157 for preschoolers.

Riverside County

- There are 339 licensed Daycare Facilities in Riverside County, and 1,291 licensed In-Home Daycares.
- The average cost per week for sending a child to a Daycare Facility is \$267 for infants and \$183 for preschoolers.
- The average cost per week for sending a child to an In-Home Daycare is \$176 for infants and \$165 for preschoolers.

Competitor Analysis

SWOT Analyses of business that Mosaics Childcare will be competing with.

Fontana/Rialto Kindercares

<p><u>Strengths:</u></p> <ol style="list-style-type: none"> 1. Reputation 2. Experience 3. Many locations 	<p><u>Weakness:</u></p> <ol style="list-style-type: none"> 1. Standardized curriculum
<p><u>Opportunities:</u></p> <ol style="list-style-type: none"> 1. Mosaics Childcare will offer more one on one care to a smaller group of kiddos 	<p><u>Threats:</u></p> <ol style="list-style-type: none"> 1. They are better known than Mosaics Childcare is currently.

La Petite Academy of Rialto

<p><u>Strengths:</u></p> <ol style="list-style-type: none"> 1. It is an actual school 	<p><u>Weakness:</u></p> <ol style="list-style-type: none"> 1. Not faith based
<p><u>Opportunities:</u></p> <ol style="list-style-type: none"> 1. The space at Mosaics Childcare will be more personal and intimate 2. Mosaics Childcare will have lower prices 	<p><u>Threats:</u></p> <ol style="list-style-type: none"> 1. Parents can watch live video stream of their kiddos 2. They are doing what Ms. Pastorelle wants to do, they are just further ahead

In Home Daycares

<p><u>Strengths:</u></p> <ol style="list-style-type: none"> 1. Personalized childcare 2. One on one attention 	<p><u>Weakness:</u></p> <ol style="list-style-type: none"> 1. Child limit 2. House safety restrictions
<p><u>Opportunities:</u></p> <ol style="list-style-type: none"> 1. Mosaics Childcare will be able to care for a wide age range of kiddos in one location 	<p><u>Threats:</u></p> <ol style="list-style-type: none"> 1. May be physically closer to client than Mosaics Childcare will be

YMCA East Valley

<p><u>Strengths:</u></p> <ol style="list-style-type: none"> 1. Fun equipment and programs 	<p><u>Weakness:</u></p> <ol style="list-style-type: none"> 1. Schedule restrictions 2. Limit of participants
<p><u>Opportunities:</u></p> <ol style="list-style-type: none"> 1. Mosaics Childcare will offer different hours 2. Mosaics Childcare will be more convenient for parents 	<p><u>Threats:</u></p> <ol style="list-style-type: none"> 1. Their programs are fun with a lot of hype

ABC Mouse

<p><u>Strengths:</u></p> <ol style="list-style-type: none"> 1. Online Curriculum 2. Video lessons 	<p><u>Weakness:</u></p> <ol style="list-style-type: none"> 1. No teachers, parents may not have time to teach their kiddos
<p><u>Opportunities:</u></p> <ol style="list-style-type: none"> 1. They have no physical locations or events 	<p><u>Threats:</u></p> <ol style="list-style-type: none"> 1. Flexible curriculum fits home schedules

STRATEGIC POSITIONING

SWOT Analysis Summary:

Mosaics Childcare is uniquely positioned to meet a niche need for after-school childcare at OVC. The business plan and business goals are flexible, which is an advantage in working with Covid and quarantine restrictions. The business owner, Ms. Pastorelle, has almost a decade of experience working with and caring for children in various scenarios. For a full SWOT Analysis refer to Table 1.1 in the Appendix.

PRODUCT AND SERVICE

Benefits:

Mosaics Childcare will give parents peace of mind because they know their children are safe and loved while with us. This, in turn, will help to reduce stress in families. We will work to encourage curiosity through stories, art, kid-friendly science experiments, and play. Studies have shown that curiosity is a key ingredient in developing problem solving and social skills.

Features:

Brain Breaks is entirely online at www.mosaicschildcare.org, and offers casual activities that are quick and fun. Kids will be able to participate in their own time, and will have opportunities to be creative and silly.

Mosaics After-School will have a schedule that lines up with OVC classes, so that parents have a safe place to bring their kids while attending classes. Mosaics After-School will help kids finish their homework for the day, and afterwards have game times, craft times, story times, and experiment times. Each day of the week will have a different activity planned, and each month will have a theme (Oceans, Space, Science Discoveries, Gardening, etc.).

Mosaics Daycare will aim to have most activities outdoors, weather and health permitting. We will also take pictures of the children to share with parents throughout each week. This daycare will be well-staffed so that each child can get one-on-one attention when needed, and that no child will get brushed aside or overlooked.

MANAGEMENT PLAN

Management- Functional Areas:

Mosaics Childcare will be run and managed by Rebekah Pastorelle. In the first stage of business, Ms. Pastorelle is managing Breaks Breaks individually. Brain Breaks serves as a marketing tool, helping build relationships with clients and create a good reputation for Mosaics Childcare.

In fall 2021, Mosaics Childcare will launch the Mosaics After-School program. Ms. Pastorelle plans to have 2 - 4 staff members to help run Mosaics After-School. Ideal staff members will be people taking college courses related to teaching or childcare, retired teachers, and Sunday school staff/volunteers.

In the future Mosaics Childcare will expand and launch Mosaics Daycare. Depending on the number of parents planning to enroll their children in Mosaics Daycare, Ms. Pastorelle will have 2-5 employees hired. Ideal employees will have at least 12 ECE/ECD units, and at least 2 years of childcare/daycare/babysitting experience. Outside of normal operating hours Ms. Pastorelle will focus on operations, scheduling, and relationships with parents. As the company gains employees, she will assign two to three people to train new team members and maintain consistent service. Outside consultants or third-party contractors will be sought out for help with advertising, social media, a company website, accounting, and payroll.

All staff members, employees, and volunteers will have background checks and fingerprinting performed. Up to date "First-Aid/CPR/AED for Adults and Pediatric" certification will be required for all staff members, employees, and volunteers. Mosaics Childcare will provide funding and resources for this certification upon agreement to hire.

Advisers/Consultants:

Ms. Pastorelle will work to maintain connections with people that have more experience than she. These people can be friends, professors, and classmates. Some current key advisors include: A Marketing Strategist, a retired Preschool Teacher, and a College Professor of Business.

In addition to advisors and mentors, Mosaics Childcare will have a board of directors made up of five people. Each person on the board will have a different set of professional skills and experiences. Ideal board members will have either experience teaching preschool, running an after-school program, experience in the legal world, experience in the financial world, or experience managing human resources.

MARKETING PLAN

Industry Identification:

Ms. Pastorelle plans on joining the Child Daycare/Before or After School Care (NAICS 624410) industry to serve families and children.

Target Market:

Brain Breaks is targeting kids of all ages and backgrounds. There is also consideration of making a segment of Brain Breaks for college students.

Mosaics After-School will primarily be targeting OVC students that have elementary age children, and secondarily families with average or slightly less than average incomes, members of the church, local families, and single parent families. Ms. Pastorelle plans to offer these groups affordable, local after-school care, and peace of mind because their children will be engaged and safe.

Mosaics Daycare will target families that need childcare services during standard business hours. An incentive for this target market is that at the end of the work day parents can pick up all of their children from one location.

Value Proposition (Unique Selling Proposition):

Brain Breaks is simple, easy, fun, and free. It can help home-life by giving all family members fun and silly things to do together. It can help kids practice doing research and encourage thinking outside the box. Brain Breaks encourages learning for fun, with no threat of tests or essays.

Mosaics After-School will line up its functions with OVC class schedules, so that parents have a consistent, close, and convenient place to bring their kids to while taking college courses.

Mosaics Daycare's main goal will be to encourage curiosity in children. There are studies that show curiosity is a key factor in developing problem-solving skills, relational skills, and social skills. Curious children also learn to be resourceful, are more open to new experiences, and can learn new things quickly.

Promotion:

Mosaics Childcare has a functional website that conveys basic information about the business at www.mosaicschildcare.org. Over the summer of 2020 more details and capabilities will be added to this website.

Mosaics Childcare's website will grow to have written testimonials/client reviews, pictures of the location and equipment, tips for games and crafts for kids, a pricing list for Mosaics Daycare services, and a link to the church's website. In the future Ms. Pastorelle plans to hire someone part-time to work on social media promotions and advertising. Ms. Pastorelle will also send pictures of children to their parents throughout each week, and will ask to share pictures of the kids' crafts and experiments on social media sites.

Product:

-Mosaics Childcare will be selling peace - parents will have peace of mind and less stress knowing that their children are safe and loved.

-Mosaics Childcare will be selling affirmation - by focusing on encouraging curiosity in children Mosaics Childcare will be helping to prepare them for the great wide world, and parents will feel like they get a pat on the back for pointing their children in the right direction.

-Mosaics Childcare will be selling community - by targeting OVC students Mosaics Childcare helps to bring people with similar challenges and schedules into the same space, creating opportunities for kids and parents to make friends and support each other.

Place (Distribution):

Brain Breaks operates exclusively online, so all activities will essentially take place in the homes of families and kids enjoying the activities offered.

Mosaics After-School will function on the church campus in order to stay close to Oak Valley College.

In the future Mosaics Childcare will have its own location, where Mosaics Daycare will begin launching. At this point all programs and activities will move off of the church campus and instead take place on Mosaics Childcare property. Parents will be responsible for bringing their kids to and from all programs and activities.

FINANCES

Cost Structure:

Brain Breaks is designed to be free to run and free to participate. This is part of the advantage of being Covid conscience and quarantine friendly.

Mosaics After-School will be run as a Non-Profit Organization and will not charge its clients/members enrollment fees. Mosaics After-School will accept donations and will apply for grants.

In the future Mosaics Childcare will expand to launch Mosaics Daycare in order to offer daycare services, and clients/members will be charged enrollment fees for these services. Ms. Pastorelle plans to start Mosaics Daycare charging either at or just below the average cost of competitive daycares in the same area. Average childcare costs are based on information found at KidsData.org, see Figure 2.2 in the Appendix. Families that bring their children less often will be charged slightly less, and families consistently bringing more than one child will receive discounts.

Prices for Mosaics Daycare are listed per week:

	1st Child	2nd Child	3rd Child	4th Child
Full Time - 5 days per week	\$200	\$150	\$100	\$75
3 Days per week	\$175	\$125	\$75	\$75
2 Days per week	\$125	\$75	\$75	\$75

Start-Up Costs:

Brain Breaks costs are the same as marketing costs:

Square Online Personal Site Plan	\$9 monthly
Domain Registration	\$12 annually
Google Workspace Business Standard	\$12 monthly
Total Start Up Cost	\$33
Forecasted Annual Cost	\$264

Forecasted Costs for Mosaics After-School, estimated for one month and subject to change:

Planned Office Supplies	\$200
Planned Cleaning Supplies	\$300
Planned Books	\$100
Planned Art Supplies	\$200
Planned Snacks	\$300
Forecasted Monthly Costs	\$800
Forecasted Annual Costs	\$9,600

Start up costs and annual costs have not yet been determined for Mosaics Daycare.

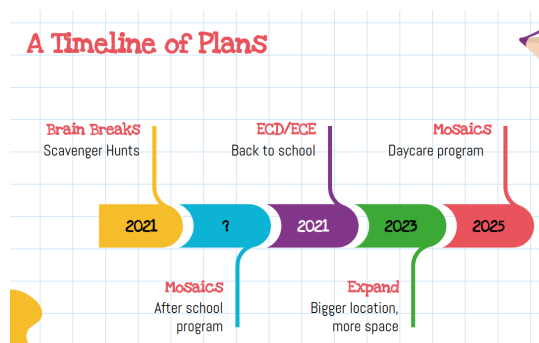
ACTION PLAN, FUTURE GOALS, PLANS FOR

GROWTH

Ms. Pastorelle has launched the Brain Breaks branch of Mosaics Childcare, and will continue to manage its functions for the foreseeable future. In July 2021 Ms. Pastorelle will begin creating and running an Instagram account and a Facebook account for Mosaics Childcare. In September 2021 Ms. Pastorelle will begin taking the necessary ECD/ECE units from Riverside City College, specific classes and course completion date have yet to be determined. All plans related to Mosaics After-School are subject to change in order to account for potential Covid and quarantine restrictions.

Mosaics After-School will begin accepting applications for children to attend in July 2021, and will begin operating in sync with OVC Fall Semester in August 2021. Mosaics After-School will follow OVC's schedule of class times and breaks to best serve the school's students.

After Ms. Pastorelle completes her chosen ECD/ECE units she will begin the process of finding a private property for Mosaics Childcare. A two story house with a large yard is ideal in this situation. Once a house is acquired and set up for childcare and after-school activities Mosaics Daycare will be launched.

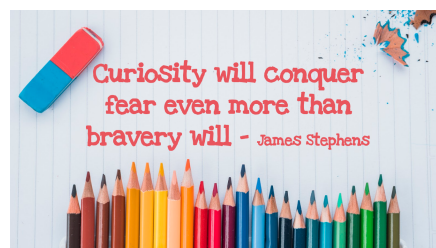


CONCLUSION

Mosaics Childcare consists of a three-phase business plan, the phases being Brain Breaks, Mosaics After-School, and Mosaics Daycare. This structure allows the launching and function of business to be flexible, and to move forward while still remaining quarantine conscious. By focusing on OVC students as the primary target market Mosaics Childcare will be tapping into a known market and meeting current needs. Launching the physical aspects of Mosaics Childcare under the umbrella of church employment will give Ms. Pastorelle time to acquire the necessary education, permits, and licenses involved with childcare services while still meeting the needs of the community and building a brand reputation.

The goal of Mosaics Childcare is to love children, build them up, and support them as they grow and learn. By caring for children, Ms. Pastorelle will also be serving their parents and families.

In this career field, Ms. Pastorelle's worldview reminds her to treat everyone with care and respect, because they are precious to God. Additionally, she will perform all aspects of work with honor, patience, and integrity. This includes running Mosaics Childcare's social media accounts, hiring staff and accepting volunteers, managing the business' finances, and even choosing curriculum and activities for the kids. This type of integrity is portrayed in 1 Corinthians 10:31, which says "So whether you eat or drink or whatever you do, do it all for the glory of God."



REFERENCES

Client Reviews

“My son always has a great time with his sitter, and I am happy knowing he is with someone reliable, safe, and trustworthy. She is like a part of our family.” - Meraz Family

“We love having Rebekah with our kids! They always have fun and we can trust her to keep them safe.” - Hannah Pavoni

“Rebekah has watched my three children for years and she is AMAZING. She is trustworthy, reliable, and FUN! My kids ask when they can see her next and miss her the second she leaves our house. As a parent, I am completely confident in Rebekah’s care for my children and recommend her to all of my friends. Rebekah is truly gifted with children of all ages and is a real gem!” - Jackson Family

APPENDIX

Table 1.1

SWOT Analysis of Ms. Pastorelle and Mosaics Childcare

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service	Childcare is a perpetual need, and something that I enjoy providing	Covid restrictions. I have not yet earned any child education units.	OVC will greatly benefit from an after-school program. My business could grow to serve multiple locations.	If I am denied the space to run the after-school program. Lack of experience in applying for grants and raising funds.
Marketing	Covid restrictions give me more time to work on website and social media marketing. Also, I have a reputation as a good babysitter.	Personally, I am not good at grabbing the attention of others. Fear - what if I do it wrong?	OVC classes and professors help keep things on track. My business is a practical and helpful idea, that fills a current need.	My own procrastination and indecisiveness.
Staff	Will only need a few staff members to get started, the internet-run activities can be run by myself.	No previous experience in finding good staff	Small staff team can be easier to manage and encourage teamwork and relationships.	Small staff team can emphasize conflicts.
Finance	Initial costs will only relate to online services	Initial costs will have to come out of pocket, and I do not have very big pockets	There are quite a few people who may be willing to donate to my business to help things get started.	What if I run out of money even though all other things are working wonderfully?
Operations	3 phase business plans. Is flexible with covid restrictions and how quickly the business grows	Income is designed to come from actual childcare, but that will have to wait until it is safe to meet in person	3 phase business plan leaves lots of room for adapting to best serve clients and children	Managing all 3 phases or branches of the business
Competition	I have found a niche market, there is currently no one doing what I plan to do	There are lots of childcare options all over the Inland Empire	I can learn from the childcare styles of daycare centers, in-home daycares, and after-school programs.	My business currently relies on serving OVC as the main audience
Market	Everyone knows what childcare is, and have similar expectations	Finding and advertising my differentiating factors	Flexible business plan will allow for adjustments to best serve target market	Potentially small target market, will take time to grow business

What strengths can help with improving your weaknesses or combating your threats?
I am surrounded by people that have all kinds of knowledge and experience, I can reach out to them for advice and counseling. By keeping things flexible this business can get started solely through the internet, until it is safe to gather in groups again. Beginning this business online gives me time to learn and adapt to my audience.
What are your immediate goals/next steps?
Make a professional Business Plan. Have a functioning website, and a strong online presence. Launch Brain Breaks.
What are your long-term goals/next steps?
Going to school to earn ECD units. Launching the after-school program. Launching the daycare. Getting my own building dedicated to Mosaics services.

Figure 1.1

Availability of business name “Mosaics Childcare”

Business Search - Results

The California Business Search is updated daily and reflects work processed through Tuesday, January 26, 2021. Please refer to document [Processing Times](#) for the received dates of filings currently being processed. The data provided is not a complete or certified record of an entity.

- Select an entity name below to view additional information. Results are listed alphabetically in ascending order by entity name, or you can select a column title to change the sort order.
- To refine the search results, enter a word or a string of words in the "Narrow search results" box. The "Narrow search results" will search on all fields of the initial search results.
- For information on checking or reserving a name, refer to [Name Availability](#).
- For information on requesting a more extensive search, refer to [Information Requests](#).
- For help with searching an entity name, refer to [Search Tips](#).
- For descriptions of the various fields and status types, refer to [Frequently Asked Questions](#).

Results of search for Corporation Name exact "Mosaics" returned 0 entity records (out of 0 records found).

Show entities per page

Narrow search results:

Entity Number	Registration Date	Status	Entity Name	Jurisdiction	Agent for Service of Process
No matching entities found					

Showing 0 to 0 of 0 entities

[Previous](#) [Next](#)

Modify Search

New Search

Figure 2.2

KidsData.org - average cost of childcare per year

<https://www.kidsdata.org/topic/1849/child-care-cost/table#fmt=2358&loc=2,367,366&tf=108&ch=984,985,222,223&sortColumnId=0&sortType=asc>

Location: (hide) 3 selected	Year(s): (edit) 2018	Type of Facility: (edit) All	Age Group: (edit) All
<input type="checkbox"/> Madera County <input type="checkbox"/> Marin County <input type="checkbox"/> Mariposa County <input type="checkbox"/> Mendocino County <input type="checkbox"/> Merced County <input type="checkbox"/> Modoc County <input type="checkbox"/> Mono County <input type="checkbox"/> Monterey County <input type="checkbox"/> Napa County <input type="checkbox"/> Nevada County <input type="checkbox"/> Orange County <input type="checkbox"/> Placer County <input type="checkbox"/> Plumas County <input checked="" type="checkbox"/> Riverside County <input type="checkbox"/> Sacramento County <input type="checkbox"/> San Benito County <input checked="" type="checkbox"/> San Bernardino County <input type="checkbox"/> San Diego County <input type="checkbox"/> San Francisco County <input type="checkbox"/> San Joaquin County <input type="checkbox"/> San Luis Obispo County			
California			
		Amount	
Type of Facility	Infant	Preschooler	
Child Care Center	\$17,384	\$12,168	
Family Child Care Home	\$11,718	\$10,975	
Riverside County			
		Amount	
Type of Facility	Infant	Preschooler	
Child Care Center	\$13,917	\$9,518	
Family Child Care Home	\$9,183	\$8,631	
San Bernardino County			
		Amount	
Type of Facility	Infant	Preschooler	
Child Care Center	\$13,108	\$9,183	
Family Child Care Home	\$8,771	\$8,210	