

Launch Opening Paper

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With the launch of The Early Ed Company, It is my hope that my business empowers early childhood educators to create inclusive, sensory-supportive learning environments that nurture self-regulation, emotional development, and a sense of belonging for all. Through strategic partnerships with school systems and childcare centers, we will provide professional development, and classroom design services grounded in occupational therapy principles and evidence based social emotional frameworks, including the Pyramid Model and Conscious Discipline. The Early Ed. Company will include professional development training (in person and virtual) onsite and virtual observations and coaching, data review and recommendations for centers, school districts and individual classrooms. The mission of The Early Ed. Company is to improve educators' knowledge of children's self-regulation, reduce classroom disruptions and increase emotional literacy.

To ensure the successful launch of The Early Ed Company many factors need to be aligned and continuously monitored to ensure the success of the business. After obtaining a business license, malpractice insurance and accounting needs then the Early Ed Company can plan for the opening day and alignment of goals, mission statement, and sustainability. The total estimated cost for year one of The Early Ed Company project is \$ 23,000. This budget supports program development, marketing, professional resources, and travel. Costs were carefully selected based on current market rates and aligned with the project's goal of increasing teachers' knowledge on calming areas and environmental design within classrooms. A marketing plan and needs assessment will be completed to determine where The Early Education Co will be most successful given the results of the needs assessment to determine the marketing plan. Similar businesses will be assessed and evaluated to determine our similarities and gaps in the market.

A soft launch of the Early Ed Company will be completed prior to the official launch. This will be completed by partnering with a childcare center for no cost in exchange for feedback. The use of

surveys, interviews and observations will be conducted for up to three months. After three months, The Early Ed Company can then adjust services, materials and messaging as needed based on the feedback from the initial business plan and the information gleaned from the soft launch. The stakeholders of the childcare center, business owner and accountant will review and determine the next steps for the official launch.

The official launch of the Early Ed Company will be announced through email and social media posts to stakeholders identified from the needs assessment. A short free training session will be offered virtually to engage stakeholders of the value of the services. A discount will be offered for a limited time for a marketing strategy and stakeholder buy in. Social media posts will be scheduled to run every two days to that will include testimonials from clients. Emails and tailored brochures will be given to stakeholders. The Early Ed Company will be actively seeking sustainability partners such as other occupational therapists and organizations to continue to grow the business.

The Early Ed Co must remain attentive of the key performance indicators (KPIs) and quality indicators (QI) that have been established. KPIs offer a concrete way to evaluate whether a program is delivering on its intended outcomes, ensuring both accountability and continuous improvement (Girdler, 2021). To ensure success and sustainability of the business, the business owner must identify specific KPIs and quality indicators relevant to the training program, explain how each will be measured, and outline the expected changes and their implications for program sustainability and success. The KPI and QI indicators will be evaluated quarterly with the accountant to maintain fidelity of the mission statement.

The measurement tools that will be utilized during KPI and QI assessment are:

1. Pre/Post Survey: Administered online via Survey Monkey at the beginning of the program and four weeks after program completion.

2. Observation Checklist: Conducted by a coach or supervisor 6 weeks after training, using a rubric to measure fidelity.

The justification and rationale for the KPI and QI indicators that were chosen for The Early Ed Company are as follows: If educators report increased confidence in using sensory strategies, it suggests that the training was effective in building the necessary knowledge and skills to decrease dysregulation. Educator implementation of strategies is the application of training. Observing actual classroom changes provides objective data that the knowledge gained is being transferred into practice, which directly impacts child outcomes such as increased self-regulation, increased performance in academics and are less likely to engage in substance abuse.

Another important facet to sustainability to a program is the relationships that are built with stakeholders. The stakeholders that would assist the sustainability of The Early Ed Company will be:

- Educators
- School Administrators
- Policy Makers
- Professional Development Organizations
- State Department of Education
- Funding/Grant Agencies
- Families

Stakeholder engagement is vital for business success because it allows organizations to build relationships with individuals and groups that have a vested interest. “By actively engaging with stakeholders, businesses can gain valuable insights into their needs, preferences, and concerns. This information can help companies make informed decisions that align with stakeholder expectations and ultimately drive business growth and success” (Stanmore School of Business, 2024).

Sustainability measures will be evaluated with accounting quarterly or as needed to ensure

funding streams of contracts and applying for applicable grants are reviewed, evaluated and completed in accordance with timelines. This will allow The Early Ed. Company to pivot as needed to adjust pricing based on market demands and expand contracts. The plan for growth will be something that The Early Ed Company will continuously monitor to determine where the potential profit margins will best be tailored whether that be additional team members or expansion to other states.

By launching The Early Ed Company, we are not only responding to a critical need in early childhood education, but also laying the foundation for meaningful, lasting impact in classrooms and communities. By combining occupational therapy expertise with evidence-based social emotional frameworks like the Pyramid Model, this will allow educators to create inclusive, nurturing environments where all children can thrive. As we grow with our partnerships and programming, we are committed to continuous collaboration and excellence ensuring that our mission is both sustainable and transformative for longevity of our business.

References

Stanmore School of Business. (2024, October 16). The Importance of Stakeholder Engagement in

Business Strategy - Stanmore School of Business. Stanmore School of Business.

<https://blog.stanmoreuk.org/the-importance-of-stakeholder-engagement-in-business-strategy/>