



# Institute for Objective Policy Assessment (IOPA)

# BUSINESS PLAN

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## Mission Statement

IOPA aims to package diverse perspectives into objective, insightful policy assessments. IOPA will do that by revealing the potential for bias, supplementing that with external comment/reply, and by presenting research findings from diverse perspectives, including through online conversation forums. The latter will also provide the opportunity for continuous Q&A. IOPA hopes that process defines areas of potential consensus and the basis for informed disagreement. All aspects of Accountability, including ‘Policy Analyst Accountability,’ will be a major IOPA objective.

Through a carefully orchestrated and packaged process of civil, informed disagreement, the IOPA vision is to be a one-stop shop for fully informed policymaking on many issues, especially critical issues now overlooked or mistreated by the longstanding think tanks. See “[Why IOPA is Needed.](#)”

IOPA will attract funding by addressing critical issues that other think tanks have overlooked, neglected, or botched, and because of IOPA’s unique strategy of packaging diverse, well-researched perspectives into objective *assessments*; analysis plus informed, civil disagreement, and online discussion.

That neglected issues and unique information processing method niche will attract donations, research grants, and sounding board fees; perhaps also consulting and subscription-only content.

For now, IOPA will have no salaried or hourly staff; only independent contractors.

IOPA’s income will fund the following activities:

- A) Analyses by IOPA scholars such as John Merrifield, Richard Phelps, Nathan Gray, Barry Poulson, and Martha Bradley-Dorsey.
- B) Compilation and constant additions to a reviewer database.
- C) Website maintenance and expansion.
- D) Reviewer stipends to provide diverse perspectives (civil, informed disagreement) on the subjects of IOPA analyses; first stage of converting analyses into assessments.

- E) Seeding proposal writing.
- F) Commissioning studies/analyses.
- G) Purchase access to software such as Maptitude.
- H) Travel for IOPA Officers, and for Board Members' to attend meetings.

**Reasonable Annual IOPA Budget:**

IOPA-Funded Analyses by IOPA Scholars: \$100,000

Travel: \$10,000

Website Maintenance and Expansion: \$10,000

Grant-Funded Analyses by IOPA Scholars: \$200,000

Software Rent/Purchase: \$5000

Seed Proposal Writing: \$10,000

Develop Reviewer Database: \$10,000

Reviewer Stipends: \$5000

Commission Study/Analysis: \$20,000

**Approximate, Reasonable Annual IOPA Total Expenditure: \$370,000**

**Somewhat more or less than that will be spent, annually, depending upon IOPA's income.**