

Project DAD

Developed and Presented by Theta Tau Consulting
November 21, 2025



Meet The Team



Patrick
Cox

Electrical Engineering
Data Science



Daniel
Hwang

Mechanical Engineering



Bradley
Alford

Computer Information
Systems



Tarun
Ramkumar

Computer Science
Data Science

Executive Summary



Question

How does Ausome Fathers “crack the code” of father engagement, first locally, then sustainably at scale?

Considerations

Maximizing initial father engagement in the local community

Maximizing month-to-month father retention

Maximizing financial stability through diversified funding

Strategy



Impact

20%

Engagement

50%

Retention

10%

Average App Growth



Agenda

1

Situation

An overview of the current situation of Ausome Fathers model, pain points, and areas to improve upon.

2

Solution

The plans to advance Ausome Fathers outreach, attract and retain a core community base, and generate funding for the future.

3

Implementation

The “How” behind the ideas in the solution. The steps necessary to take a well thought out plan and make it a reality.

4

Considerations

The challenges poised to create speed bumps on the path to success and how to avoid them while staying true to the solution.



Situation

1

Situation

An overview of the current situation of Ausome Fathers model, pain points, and areas to improve upon.

2

Solution

The plans to advance Ausome Fathers outreach, attract and retain a core community base, and generate funding for the future.

3

Implementation

The “How” behind the ideas in the solution. The steps necessary to take a well thought out plan and make it a reality.

4

Considerations

The challenges poised to create speed bumps on the path to success and how to avoid them while staying true to the solution.



Current State Analysis



Support Group

Supports groups are offered in collaboration with USC College of Social Work



Technology

A website is utilized to provide information about Ausome fathers and sessions that are offered



Funding

The company is supported by founder-funded financials and a USC grant



Growth

There is low awareness of the nonprofit with limited outreach

Key Takeaways

1

Father Engagement

Ausome Fathers need to build stronger participation through a diversified model to engage fathers

2

Digital Integration

Design and deploy better and more effective digital resources, including key app features, essential to building an effective community within Ausome Fathers.

3

Sustainable Growth

Developing diversified funding sources will aid long-term stability, allowing Ausome Fathers to expand while maintaining its status as a nonprofit.



Figures of Interest



John

Father of Autistic Child, Dawson

Pain Points

- ✗ **Stressed:** John is struggling to adapt to Dawson's needs and is finding little success from his current resources
- ✗ **No Support Group:** John has no family or friends to turn to in his community and is fearful of reaching out for help.
- ✗ **Lack of Resources:** John is struggling to find time in his busy schedule to attend educational workshops and has little luck with online resources



Dawson

Son of John

Pain Points

- ✗ **Struggling Socially:** It's hard for Dawson to make friends in his current environment and schooling.
- ✗ **Sensory Overloads:** Dawson often struggles in situations with loud noises, bright lights, or itchy clothing.
- ✗ **Communication Challenges:** Dawson cannot always express his feeling verbally leading to frustration



Solution

1

Situation

An overview of the current situation of Ausome Fathers business model, pain points, and areas to improve upon.

2

Solution

The plans to advance Ausome Fathers outreach, attract and retain a core community base, and generate funding for the future.

3

Implementation

The “How” behind the ideas in the solution. The steps necessary to take a well thought out plan and make it a reality.

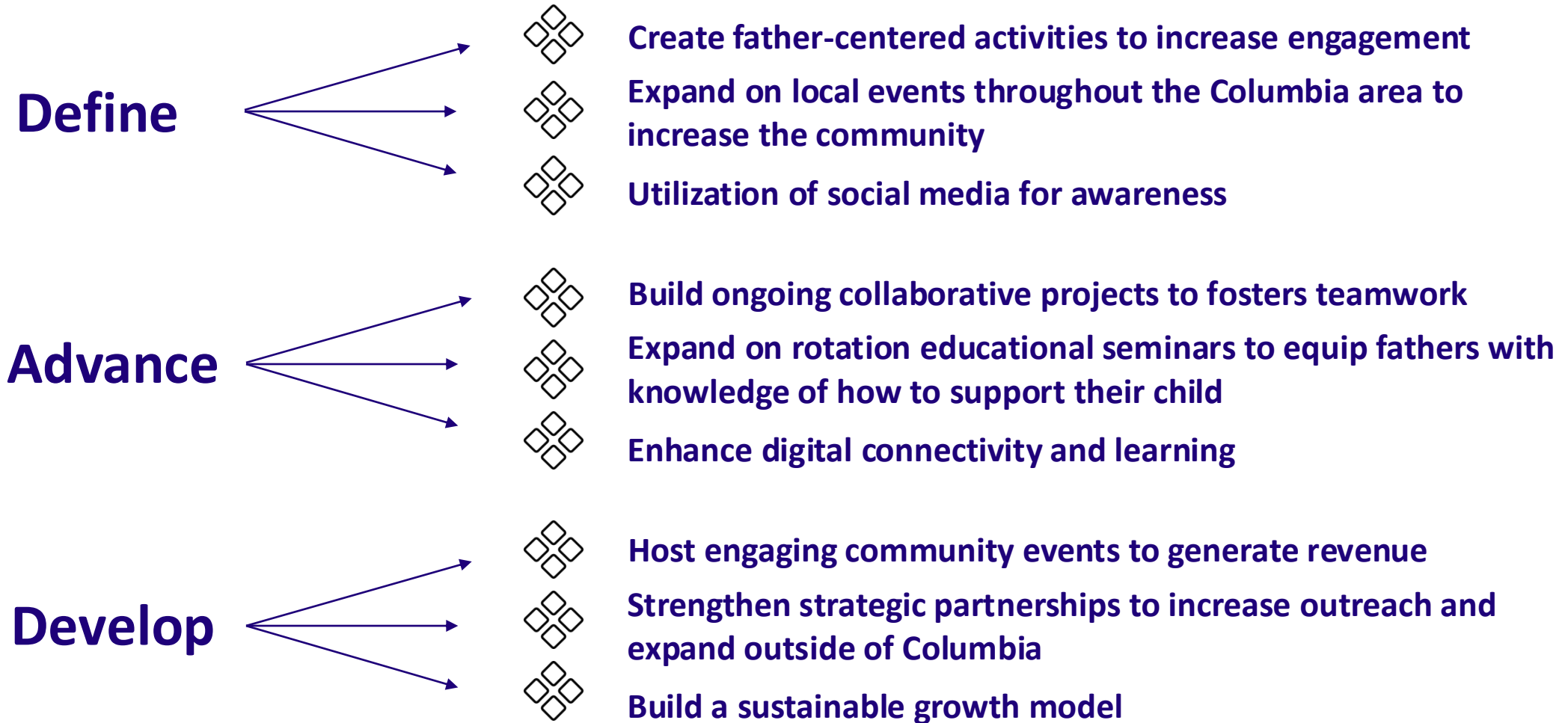
4

Considerations

The challenges poised to create speed bumps on the path to success and how to avoid them while staying true to the solution.

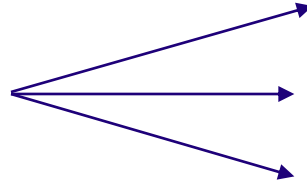


Project DAD



Define

Define



Create father-centered activities to increase engagement

Expand on local events throughout the Columbia area to increase the community

Utilization of social media for awareness

Advance



Build ongoing collaborative projects to fosters teamwork

Expand on rotation educational seminars to equip fathers with knowledge of how to support their child

Enhance digital connectivity and learning

Develop



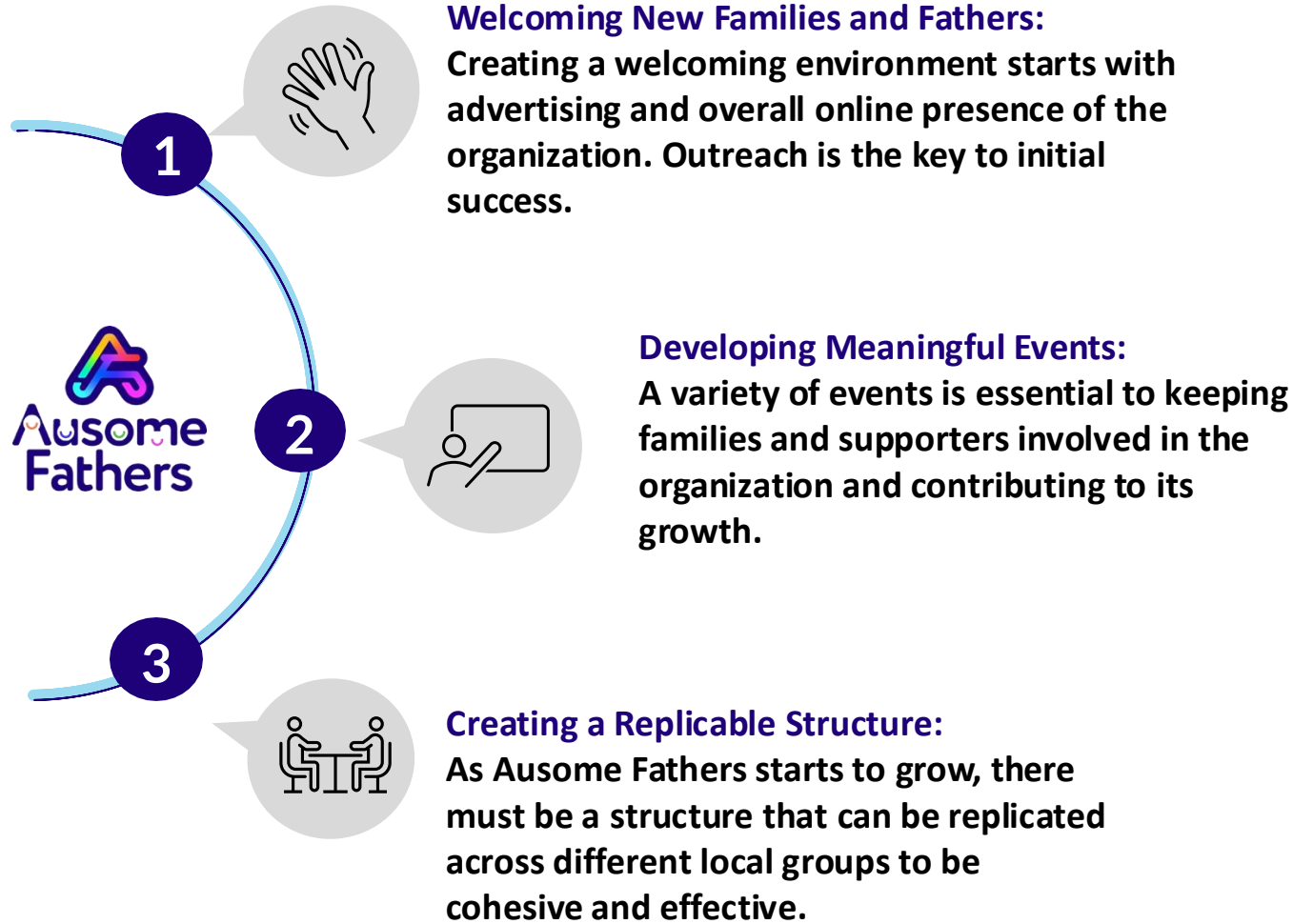
Host engaging community events to generate revenue

Strengthen strategic partnerships to increase outreach and expand outside of Columbia

Build a sustainable growth model

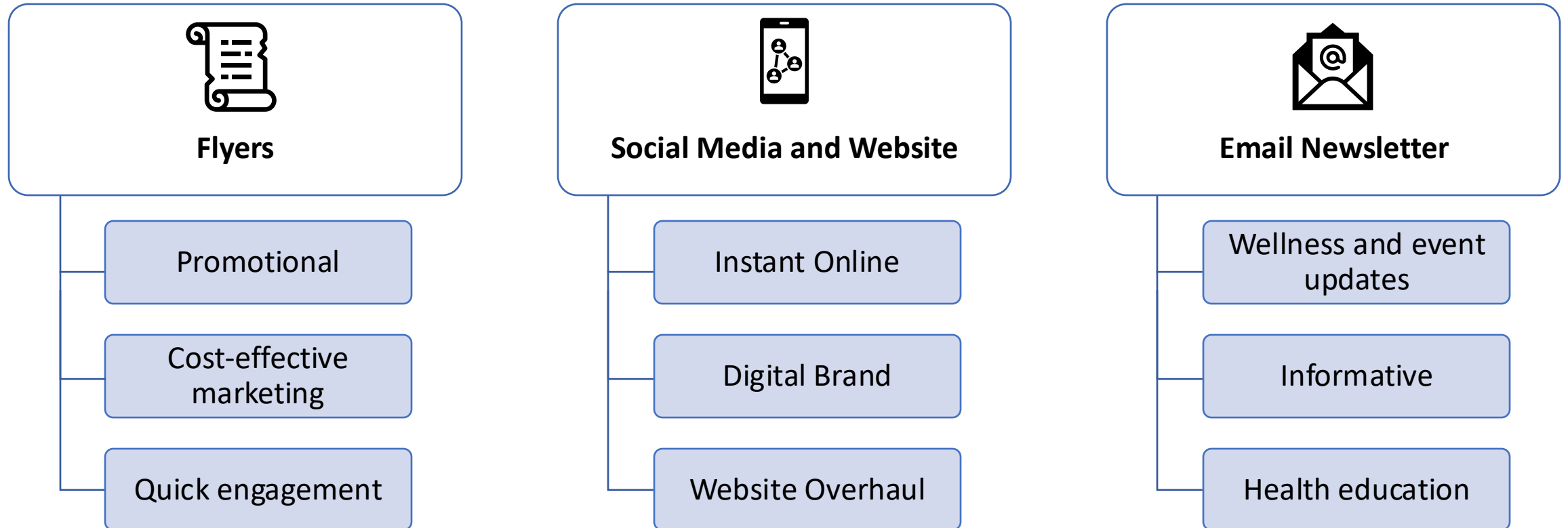


Key Solution Drivers



Ausome Fathers core organizational structure, and brand is reframed to be clearer and more well established in the Columbia community.

Advertisement and Outreach



Expand advertisement efforts to engage the Columbia community through targeted outreach to increase public awareness.



Redefined Events

Father Specific

- Allows Fathers to learn from each other peer-to-peer
- Provides a relaxed, comfortable environment
- Great for first time event attendees

Family Oriented

- Expands organizational awareness to families
- Children can interact and parents can learn from each other
- More appealing to busier fathers or recurring attendees

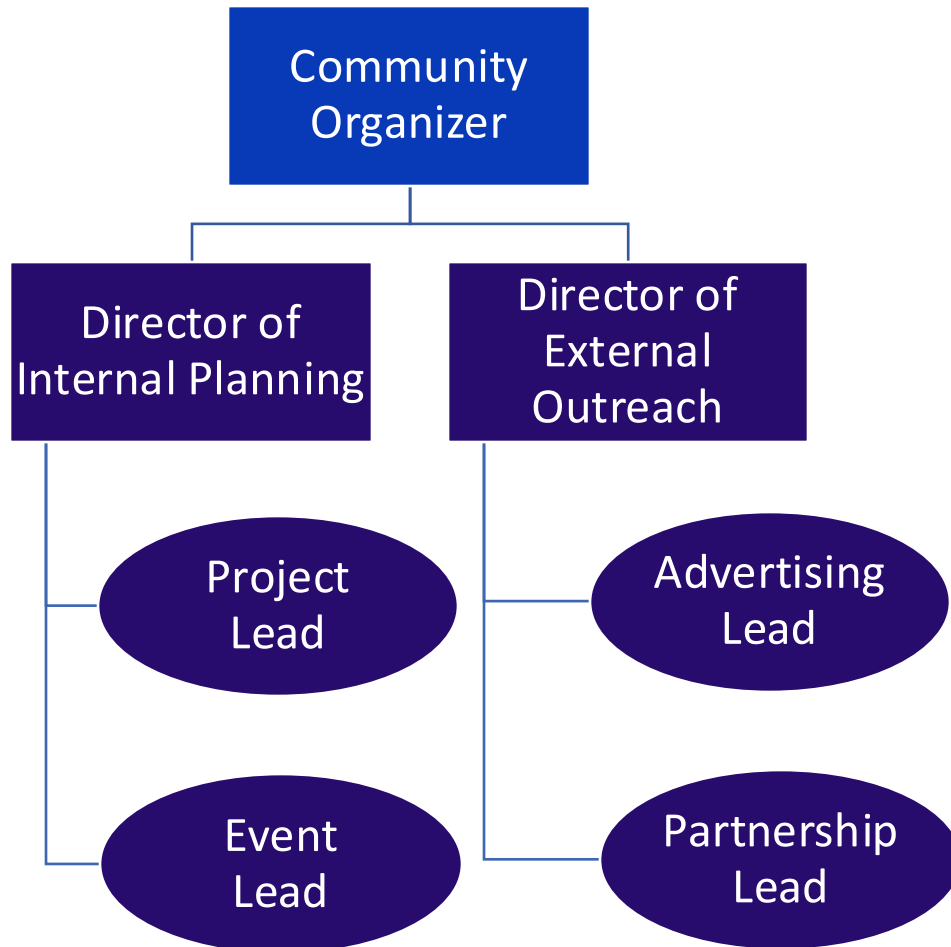
Learning Driven

- Expert-led events to educate fathers
- Appeals to those with a higher educational than social need
- Fathers can ask questions and gather individual advice

End Goal: Diversified events to engage different audiences.



Replicable Organizational Structure



1: Established Norms

- Ausome Fathers Events will be a place to gather and grow in a welcome environment
- Create environments similar to that of groups like F3 or Younglife

2: Growth of Columbia Group

- Through curated events the community will grow
- Passionate people will rise to the challenge

3: Expansion to New Groups

- Each group should have area leaders in charge of the group's local goals
- Similar events take place across every group



Advance

Define



Create father-centered activities to increase engagement

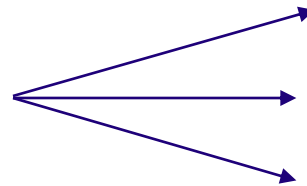


Expand on local events throughout the Columbia area to increase the community



Utilization of social media for awareness

Advance



Build ongoing collaborative projects to fosters teamwork



Expand on rotation educational seminars to equip fathers with knowledge of how to support their child



Enhance digital connectivity and learning

Develop



Host engaging community events to generate revenue



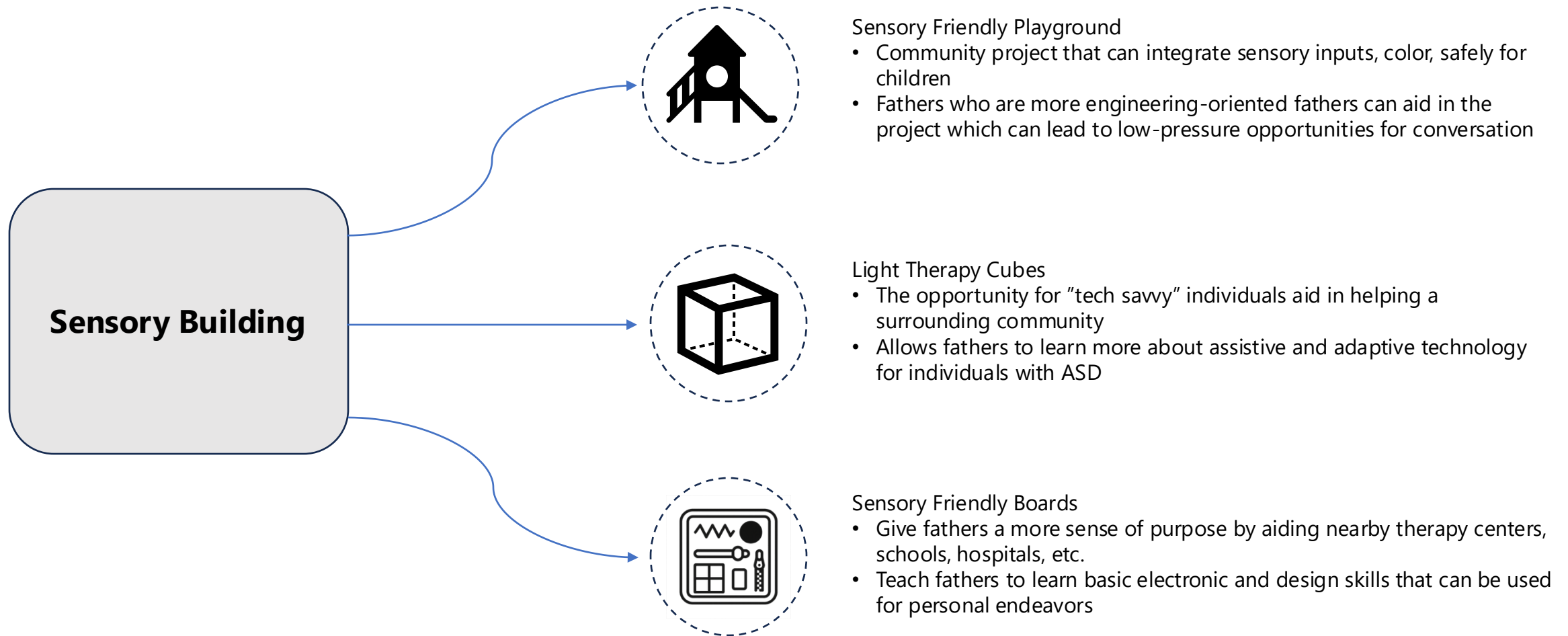
Strengthen strategic partnerships to increase outreach and expand outside of Columbia



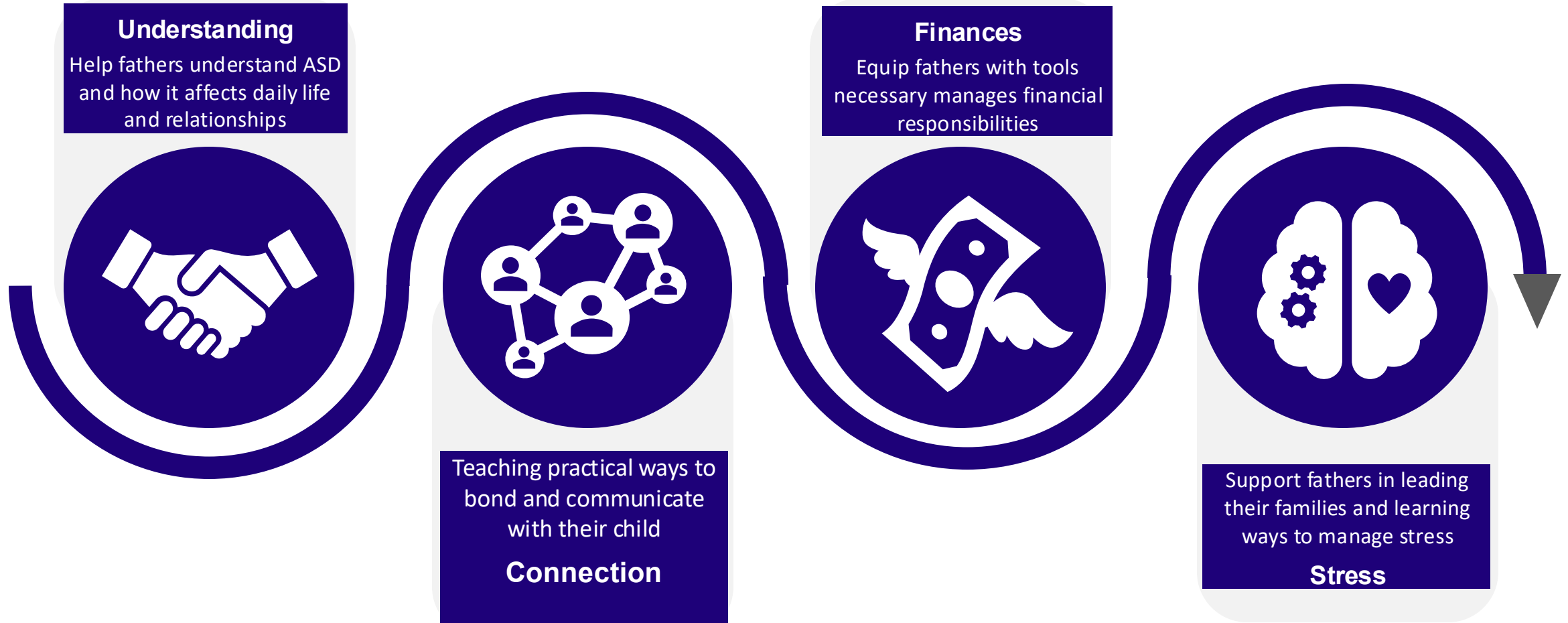
Build a sustainable growth model



Project-Based Engagement



Educational Seminars

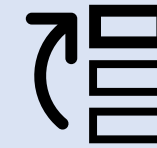


Application

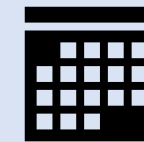
Connect
A messaging platform for sharing tips, engaging in discussions, and building connections



The Dad-Abase
A user-friendly platform for users to find information related to autism



The Dad-Board
A centralized hub tracking daily missions, registered events, and module progress

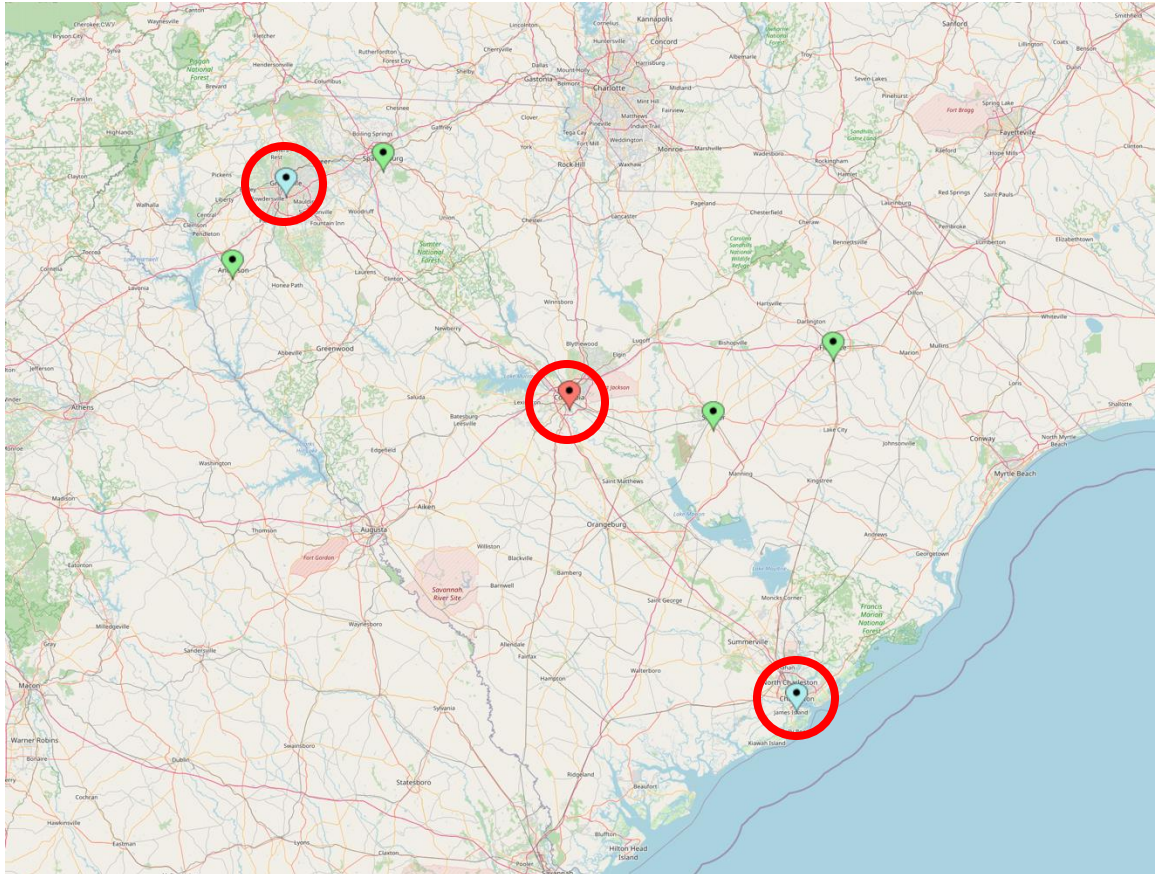


Event Calendar
Built in tab to display when upcoming events are happening

Develop



Expansion Locations



Demographic Comparability

- Charleston and Greenville have most comparable demographics and size
- Anderson, Spartanburg, Sumter, Florence are less similar

Similar Organizational Landscape

- All locations contain similar organizational support in Prisma and First Steps
- Same statewide support landscape with comparable government regulation

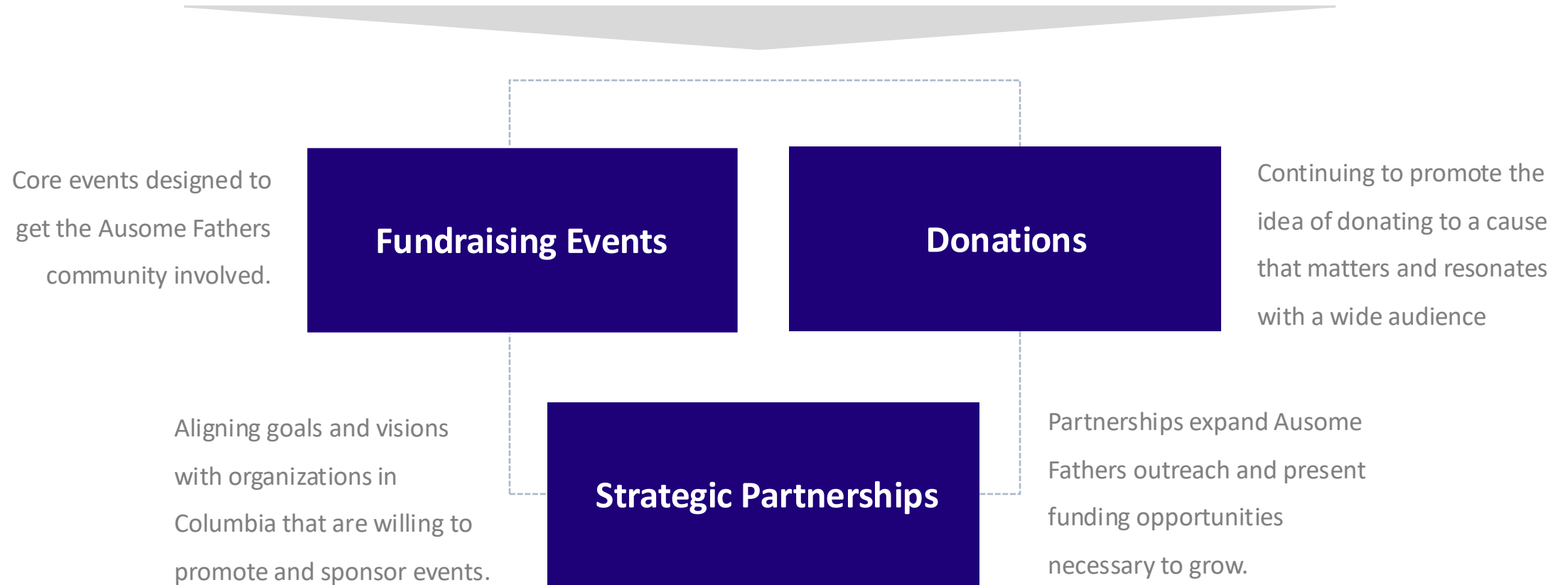
Financial Stability

- First-time grantees land within \$25-75k
- RCRC grant \$1-10k for projects
- Aflac Fund issues between \$1-10K



Funding for the Future

How does Ausome Fathers shift away from purely founder capital to create sustainable funding?



Revisiting Figures of Interest



John

Father of Autistic Child, Dawson

Alleviated Pain Points

- ✓ **Managing Stress:** Has learned ways to manage stress and is able to low-pressure conversations during group projects
- ✓ **Support Group:** Is able to reach out to individuals in similar situations through an application
- ✓ **Many resources:** Is able to plan for seminars if they fit into his schedule and can rely on solutions ranking for quick solutions



Dawson

Son of John

Alleviated Pain Points

- ✓ **Social Development:** Dawson is able to interact with children more like him at Family Oriented Events.
- ✓ **Sensory Ease:** Dawson is able to utilize sensory boards created to decrease with external pressures.
- ✓ **Communication:** Dawson is able to communicate better through the skills his dad has taught him.



Implementation

1

Situation

An overview of the current situation of Ausome Fathers business model, pain points, and areas to improve upon.

2

Solution

The plans to advance Ausome Fathers outreach, attract and retain a core community base, and generate funding for the future.

3

Implementation

The “How” behind the ideas in the solution. The steps necessary to take a well thought out plan and make it a reality.

4

Considerations

The challenges poised to create speed bumps on the path to success and how to avoid them while staying true to the solution.



Implementation Roadmap



Timeline

	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Q1 2027	Q2 2027
Define	Redefined events flyer campaign	Continue local advertising / Fine tune highest ROI locations				
	Develop updated website + socials	Launch new digital media presence	Grow social media presence / Keep calendars updated			
Advance	Plan first local project	Launch local project	Columbia team works on local project			New project planning begins
	App development continues	App Beta is launched	Full app is launched	Post-launch feedback-focused development		
Develop	Explore local strategic partnerships		Launch first partner pilot program	Continue fundraising partnership		Explore other partnerships
	Search for comparable cities to grow		Begin 2 nd chapter team planning	2 nd chapter officially launches	Focus support on 2 nd chapter	Begin 3 rd chapter team planning



Financial Breakdown

Define

Advance

Develop

Profit	<u>Fundraising</u> : \$450/percent night	<u>Digital Sponsorships</u> : \$100/company	<u>Fundraising</u> : \$24,500 <u>Grants</u> : \$1k-10k <u>App</u> : \$100/sponsor
Expense	<u>Marketing</u> : \$178.20 <u>Events</u> : \$500	<u>App Development</u> : \$1,788 <u>Module Development</u> : \$200/module	<u>Fundraising</u> : \$5,400 <u>App</u> : \$99/year
Net Margin	Marketing Strategy \$221.80 • 2 Percent Night per event	App Development: \$-2,388 • 2 Sponsors • 4 Modules	<u>Fundraising</u> : \$19,100 <u>App</u> : \$0 <u>Total</u>: \$29,200

\$ 27,033.80

Grand Total



Considerations

1

Situation

An overview of the current situation of Ausome Fathers business model, pain points, and areas to improve upon.

2

Solution

The plans to advance Ausome Fathers outreach, attract and retain a core community base, and generate funding for the future.

3

Implementation

The “How” behind the ideas in the solution. The steps necessary to take a well thought out plan and make it a reality.

4

Considerations

The challenges poised to create speed bumps on the path to success and how to avoid them while staying true to the solution.



Potential Risks and Solutions

Lack of Awareness

Advertising and engagement
are not as effective as we
hoped for

Keeping a
consistent social
media presence

Lack of Participation

Events fail to draw in people
and have low attendance

Choosing easily
accessible locations
and times

Struggle to Raise
Funds

Funding opportunities do
not bear fruit

Build key
connections in the
community



Thank You!

Any questions?

Table of Contents

Questions?

Main Content

Overview

[Title](#)
[Meet the Team](#)
[Executive Summary](#)
[Agenda](#)

Situation

[Situation](#)
[Current State Analysis](#)
[Figures of Interest](#)

Solution

[Solution](#)
[Project DAD](#)
[Define](#)
[Key Solution Driver](#)
[Advertisement and Outreach](#)
[Redefined Events](#)
[Replicable Organizational Structure](#)
[Advance](#)
[Project-Based Engagement](#)
[Educational Seminars](#)
[Application](#)
[Develop](#)
[Expansion Locations](#)
[Funding for the Future](#)
[Revisiting Figures of Interest](#)

Implementation

[Implementation](#)
[Implementation Roadmap](#)
[Timeline](#)
[Financial Breakdown](#)

Considerations

[Considerations](#)
[Potential Risks and Solution](#)

Appendix

[Autistic Population in](#)

[Comparable Cities](#)

[KPI Reasoning](#)

[Session Topics](#)

[F3 and YoungLife](#)

[Financials](#)

[Financial Breakdown](#)

[Calculations](#)

[Golf Tournament](#)

[Partnerships](#)

[Get Involved Website Tab](#)

[Donate + Contact Us Website](#)

[Tab](#)

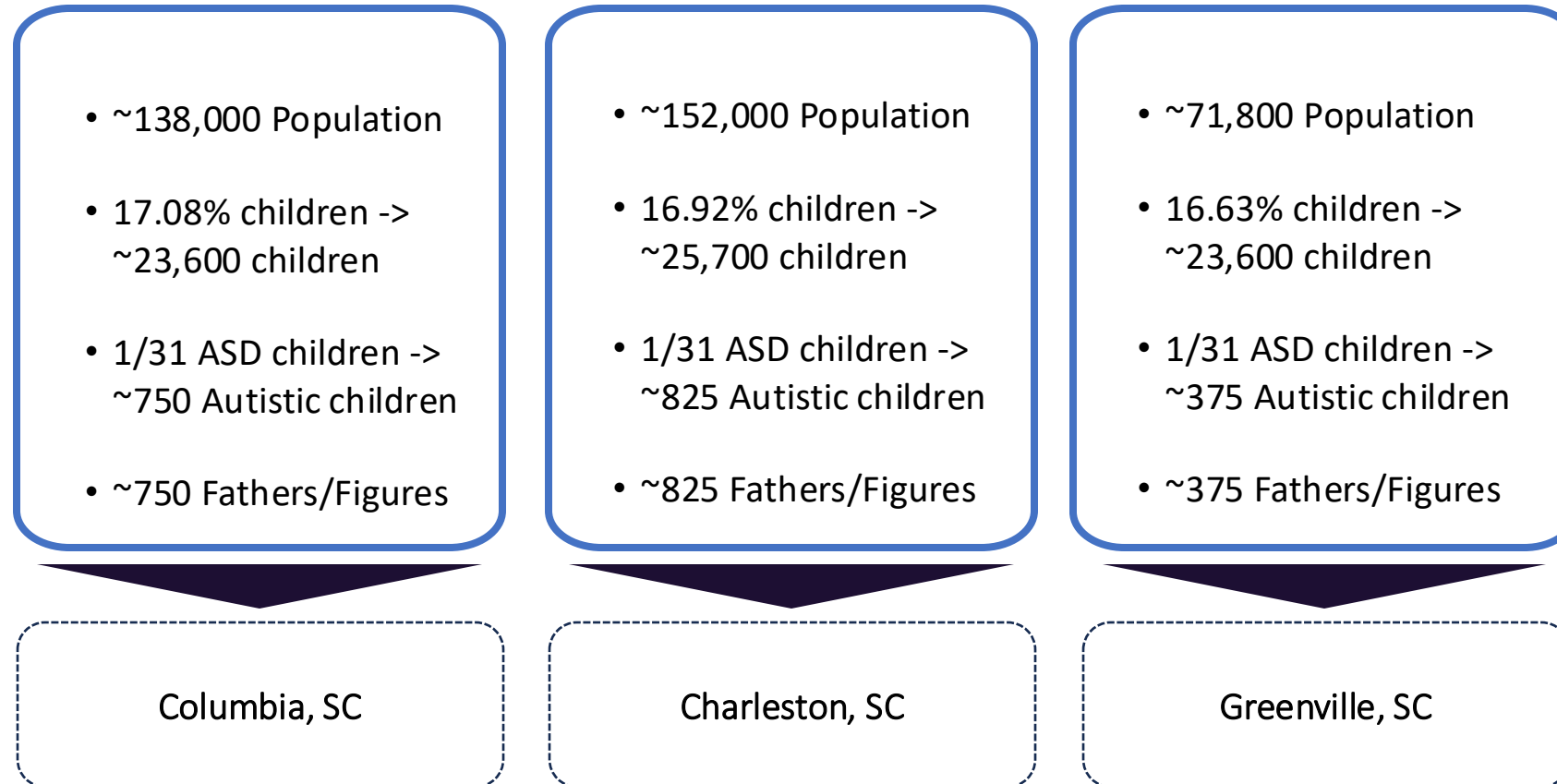
[Columbia Parks](#)

[Columbia Breweries](#)

[Sources](#)



Autistic Population in Comparable Cities



KPI Reasoning

20%

Engagement

- A study from [Virtuous CRM](#) notes a 17% average engagement conversion rate in industry
- Considering the “high demand, low awareness” described in the case, we aim slightly higher

50%

Retention

- A study from [DonorSearch](#) found a 53% average conversion event from event attendees to either donate or become more active

5%

Average App Growth

- Hard estimation; [1.2-9.9%](#) download retention across industry
- Resulted in a ~34% increase in users compounded over the first 6 months post-launch



Session Topics

- Understanding ASD and how it presents in boys and girls
- Sensory processing for children
- Communication differences and social cues
- Navigating the education and healthcare systems

Understanding

- Play-based communication
- Father-child activities that can help to improve trust
- Nonverbal communication
- Creating a sensory friendly environment f

Connection

- Understanding insurance
- Budgeting for ASD services and long-term planning
- ABLE accounts and Special Needs Trusts
- Financial assistance resources in SC

Finances

- Practical stress relief techniques
- Knowing how to build a support network
- Managing emotional regulation
- Coping with behavioral challenges

Stress



Structure

Different chapters are set up in areas of interest across the SC area

Group Activities:

Reoccurring meeting times to increase engagement in the organization

Community:

Allow fathers to have low-pressure environments to have conversations about their needs.

Financials

- Gross Revenue = $(T * P_t) + (S * P_s) + M$
- T = number of ticket/seat sales
- P_t = ticket price
- S = number of sponsorships
- P_s = sponsorship price
- M = miscellaneous (merchandise, donations)
- Expenses = $V + C + M + D + S$
- V = venue cost
- C = catering and food/beverage cost
- M = marketing costs
- D = decorations/production
- S = staff



Financial Breakdown Calculations



Golf Tournament



Item	Unit Cost/Price	Quantity	Total	Notes
Revenue			\$24,200	
Player Registration	\$125 / player	72 (18 Teams)	\$9,000	Market rate for charity golf in SC.
Title Sponsor	\$5,000	1	\$5,000	"Presented by [Local Bank/Hospital]"
Hole Sponsors	\$250 / hole	18	\$4,500	Local small businesses.
Cart/Lunch Sponsor	\$1,500	2	\$3,000	Branding on carts/lunch boxes.
Mulligans/Raffles	\$20 avg / player	72	\$1,440	High margin add-ons.
Expenses			(\$9,860)	
Green Fees & Cart	\$60 / player	72	\$4,320	Negotiated charity group rate.
Food & Bev	\$35 / player	72	\$2,520	Boxed lunch + drink tickets.
Prizes/Trophies	\$500 total	1	\$500	Donated items preferred.
Marketing/Signage	\$1,000 total	1	\$1,000	Hole signs, banners.
10% Contingency			\$1,520	Buffer for unexpected costs.
NET PROFIT			\$14,340	ROI: 145%



Partnerships

- Collaboration on educational workshops and stress management sessions
- Develop father wellness checkups
- Explore grant or sponsorship funding from Prisma's Community Health Improvement Program
- Utilize marketing reach for awareness of the organization



Get Involved Website Tab





HomeAbout UsGet InvolvedContactDonate

Event Calendar

Select a date to view events

<November 2025>

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Subscribe to Calendar

Get event notifications

Add to My Calendar

Upcoming Events

Monthly Dad Meetup

Social

Join fellow fathers for casual conversation, support, and refreshments.

November 25, 2025

6:00 PM - 8:00 PM

Community Center, Room 204

Register for Event

Autism Workshop: Communication Strategies

Educational

Learn effective communication techniques with Dr. Sarah Johnson.

December 5, 2025

10:00 AM - 12:00 PM

Virtual (Zoom)

Register for Event

Family Activity Day

Family Event

Sensory-friendly outdoor activities for the whole family.

December 15, 2025

Calendar + Events

Volunteer Opportunities

Make a difference in our community by volunteering your time and skills.

Event Coordinator

Help organize and run community events and activities.

Learn More

Peer Mentor

Support newly joining fathers and share your experiences.

Learn More

Social Media Ambassador

Help spread awareness and manage our online community.

Learn More

Fundraising Team

Assist with fundraising initiatives and sponsor relations.

Learn More

Interested in Volunteering?

Fill out our volunteer form and we'll connect you with opportunities that match your interests and availability.

Apply to Volunteer

Our Community in Action



Community Volunteering Roles

Theta Tau Consulting

Appendix

39

Donate + Contact Us Website Tab

Home About Us Get Involved Contact **Donate**



Make a Donation

Choose your donation amount and frequency

Donation Type

One-Time

Monthly

Most Impact

Select Amount

\$25

\$50

\$100

\$250

\$500

Or Enter Custom Amount

\$

Enter amount

Secure Payment:

Your donation is processed through our secure payment partner. All transactions are encrypted and your information is protected.

Donate \$50

Ausome Fathers is a 501(c)(3) nonprofit organization. Your donation is tax-deductible to the extent allowed by law.

Tax ID: XX-XXXXXX

Donor Benefits

✓ Tax-deductible contribution

✓ Impact updates and newsletters

✓ Invitations to special events

✓ Recognition on our website (optional)

Why Monthly Giving?

Monthly donations provide predictable support that allows us to plan long-term programs and better serve our community.

• Sustainable impact

• Easier budgeting for you

• Cancel anytime

Donate w/ Reoccurring

Home About Us Get Involved **Contact** Donate



Send Us a Message

Fill out the form below and we'll respond within 24-48 hours.

Name *

Your name

Email *

your.email@example.com

Phone (Optional)

(555) 123-4567

Subject *

What is this regarding?

Message *

Tell us more about your inquiry...

Send Message

Contact Information

Get in touch with us directly

Email

info@ausomefathers.org

Phone

(555) 123-4567

Address

123 Community Street, Suite 100,
Your City, ST 12345

Office Hours

Monday - Friday

9:00 AM - 5:00 PM

Saturday

10:00 AM - 2:00 PM

Sunday

Closed

Expanded Contact Us



Theta Tau Consulting

Appendix

40

Columbia Parks

Name	Impact	Location	Ranking
Finlay Park	A brand-new park with a place to collaborate	Downtown Columbia	High
West Columbia Riverfront Park	A walkable space and amphitheater lacking a playground	West Columbia	High
Saluda Shoals	Riverwalk area lacking a playground	Irmo	Medium

Columbia Breweries

Name	Impact	Location	Ranking
Steel Hands	An active outdoor space for fathers and families to gather	Cayce, SC	Medium
Savage Craft Ale Works	Dedicated event and meeting spaces	West Columbia, SC	High
Bierkeller Brewing	Targeted towards family-friendly. Better for whole family events	Columbia, SC	Medium

Sources

- [Community Sponsorships-Prisma](#)
- [Innovation Investment Expansion Grant - SC First Steps](#)
- [Home - Richland County Recreation Commission](#)
- [Aflac Charitable Fund Competitive Grant](#)
- <https://circle.so/pricing>
- <https://villageidiotpizza.com/book-a-percent-night/>
- <https://www.gtaaweb.org/blog/item/31-budget-and-finances>
- <https://thespeakerlab.com/blog/speaking-fees-calculator/>
- <https://www.homedepot.com/c/ap/how-to-create-a-diy-interactive-sensory-board/9ba683603be9fa5395fab901da519cbd>
- <https://rmhcofcolumbia.org/wp-content/uploads/2025/01/Golf-Sponsorship-Packet-2025-1.pdf>

