

# DEVELOPING A STRATEGIC PLAN FOR A STARTUP OUTDOOR LIFESTYLE BRAND

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## PROJECT BACKGROUND

Buttnski is an emerging outdoor lifestyle apparel brand dedicated to operating in a responsible manner and engaging with their local community. Founded in 2022 in Breckenridge, Colorado by Kelly Mazanti-Nelson and Christian Nelson, Buttnski makes athleisure and technical layers for those who live, work, and play in the mountains.

## PURPOSE

The purpose of this project is to define Buttnski's Mission, Vision, Values (MVV), establish company Goals, and develop a Strategic Plan built around five Key Focus Areas (See right). With an emphasis on sustainability, this plan will guide the business as it grows.

Buttnski was created to solve a problem (no one likes a cold butt on the ski lift!) and do business better from Day 1. With companies like Patagonia and Wild Rye paving the way for more responsible and sustainable business practices within the outdoor industry, enterprises no longer have to make the choice between planet and profit. The materials provided from this Capstone Team will serve as a guide for Buttnski as they work towards becoming a leader in their industry and in their community.



## MISSION

WE HELP PEOPLE SPEND MORE TIME DOING WHAT THEY LOVE IN THE MOUNTAINS.

## VISION

WE BRIDGE STYLE AND FUNCTIONALITY FOR THE MOUNTAIN LIFESTYLE.

## VALUES



CONNECT MORE



BE BETTER



DO GOOD



PLAY!

## KEY FOCUS AREAS



SUSTAINABILITY



COMMUNITY



DISTRIBUTION & FINANCING



PRODUCTS



MEDIA & COMMUNICATIONS



Masters of the Environment  
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# METHODS & DELIVERABLES

This project is broken down into three final deliverables: the MVV document, the Goals document, and the Strategic Plan. These documents inform Buttnski's development and provide an actionable road map towards achieving the each Goal over the next 3 years.

## MVV DOCUMENT

This is the product of many brainstorming, workshoping, and visioning sessions and reflects Buttnski's core pillars. It was developed to:

- Define Buttnski's purpose
- Guide all future organizational decisions
- Be unchanging and timeless
- Provide stakeholders and investors a clear vision for company

## STRATEGIC PLAN

Founded upon the MVV document, structured around the Goals document, and supported by industry research, this outlines the actionable steps necessary to reach Buttnski's near-term Goals (within the next 3 years). This document includes:

- 5 Key Focus Areas (Sustainability, Community, Distribution & Financing, Products, Media & Communications),
- Key Focus Area breakdowns (See right)
- Sustainability best practices and recommendations

## ACKNOWLEDGEMENTS

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## GOALS DOCUMENT

Based upon SWOT analyses and interviews with industry experts, this identifies initiatives to support Buttnski's Mission and achieve their Vision. This document:

- Aligns with Buttnski's Values
- Prioritizes Buttnski's near-term Goals as they grow and develop
- Informs Strategic Plan actions, targets, and metrics
- Is Specific, Measurable, Achievable, Relevant, and Time-Bound (SMART)

## STRATEGIC PLAN BREAKDOWN



### GOAL

DESIRED STATE OR CONDITION OF THE BUSINESS



### TARGET

OFTEN NUMERIC BENCHMARKS THAT INDICATE PROGRESS TOWARDS GOAL



### STEPS TO TAKE

ACTIONS THAT AID PROGRESS TOWARDS GOAL



### MEASURES OF SUCCESS

METRICS USED TO TRACK PROGRESS TOWARDS GOAL