

Progetto **Meta: Italia Meridionale** Project



Master Training Centre (MTC) Phase
(Fase - Centro di Formazione Master)

Feasibility Study
(Studio di fattibilità)

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Executive Summary

The viability of the Master Training Centre (MTC) depends on a strong, local support structure for its programs. This Feasibility Study provides the necessary findings to make informed decisions regarding project development.

Consulta Meta I.M. commissioned this comprehensive assessment, to document the soundness of the opportunity in the community of Siculiana. For the MTC to succeed, the local community would have to be open to change, committed to evolve and willing to support the growth objectives of the 'Meta: Italia Meridionale' project.

Professional training in Europe is a growth market. According to ISTAT and EUROSTAT sources, there is a tendency for small and medium size enterprises to request cost-effective training from external services; while, over the same last 10 years, self-learning had declined. These statistics support the need for centres like the MTC.

This Study took into account the population of Siculiana, comprising representative samples of all age groups, commercial establishments, institutions and professionals. This Study also considered several options for a location from which the MTC could raise its flag. It was also necessary that this Study proceeded to identify and grade the infrastructure potential in Siculiana: transportation, accommodations, utilities, and more, essential to a stable service.

The Feasibility Study needed to answer the following question: What in Siculiana will make the Master Training Centre to be an ongoing success? It would become evident that, although essential, the financial requirements are not the cornerstone of this Project. The uniqueness of this initiative is in the approach and implementation method as well as the curriculum and its delivery. This required the pre-disposition of a progressive community for complete reflection of the programs and services that would be offered to participants.

It became evident that other communities could not easily reproduce a similar environment required for the MTC as the one found in Siculiana. People, natural resources, climate, collaboration, economic growth, were some elements that supported the choice to locate the Centre in Siculiana.

Proposed Programs and services are divided into three areas, each with particular characteristics:

- Professional Development
- Adventure Program
- Educational Courses / Master

The Professional Development Program was realized from a military Leadership Course designed to ensure that Cadet Units were able to consistently maintain high standard quality Leaders. These proven teaching methods supported by Excelsior-L.A.M.[™] Relationship Methodology would offer a distinct syllabus for international admittance.

Initiatives are underway to confirm accreditation options with a local University as well as to ensure certification of the program to be offered.

A questionnaire was circulated within the community of Siculiana to a sample population. From 300 forms 176 were completed and processed. It was important to gather statistics and opinions as well as to identify issues that may impact the MTC and the various phases of the Meta: Italia Meridionale Project.

Results from the outreach activity demonstrated and confirmed that the community of Siculiana wishes to host the MTC initiative and sees favorable the creation of a multi-service centre. It was also clear that there was a need to keep young professionals in Siculiana, as a strategic means to survival in a global economy.

The target market for the Master Training Centre was identified to be Europe. There was a noted difference in content and in delivery of the Curriculum when comparing the potential MTC services to existing ones (e.g.: Il Ciocco's ATS and Metaconsulting in Italy; Log Heights in the United Kingdom; Strathcona Park Lodge in Canada). None of the compared sites from Europe and North America shadow the MTC in its proposed diversified programs and service offering.

On the other hand, Scranton University in the United States provides similar Syllabi and offers a recognized 'Minor' in Leadership.

The financial analysis of the Project revealed that the MTC could start generating profits from the third year of operation. Higher initial costs are allocated for the infrastructure and equipment, which would be necessary to attract international caliber clients and must be in place from day one. Even though MTC's financial picture proposes a positive operating budget, the initiative will require start-up funding. Commitments totaling two (2) million Euros are needed to cover initial expenses for land, buildings (and / or construction), equipment and project development costs. Financial details are available, on request, from Consulta Meta I.M.

It is noteworthy to describe briefly the many direct and indirect economic outcomes for Siculiana and surrounding areas: employment opportunities, spin-off business, tourism, promotion of current socio-cultural activities, publicity and taxation, are some examples. It is estimated that the value generated into the local economy could exceed five (5) million Euros per year from the second year of operation.

This Feasibility Study proposes next-steps to solidify the initiative and move forward with the Project: 1) finalize the physical location for the MTC; 2) solicit financial commitments; 3) as a pilot-project and prototype, initiate the MTC program within an existing complex having all but the outdoor training facilities.

This Feasibility Study for the Master Training Centre project phase has revealed that the initiative is viable and has little competition in an expanding European market for Professional Training. After consideration of the financial analysis, the opportunity for returns on investments are with low risk subject to the conditions in the Shareholders Agreement of the future company that would manage the Master Training Centre.