**Starting Your own Firm**

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**Impacts**

**Individual**
- Freedom = Risk = Self-Satisfaction
- Financial Gain / Investment
- Timing = Flexibility

**Firm**
- Competition
- New Employment Opportunities
- Resources
- Ethical Practices - Client Poaching?
- Identity / Firm / Design Philosophy
- Capital Loss

**Profession**
- Affording Membership to AIA
- Community Involvement
- New Diversity of Interests
- Increased Networking Needs
- New Practices - Smaller, Agile

**Community**
- Fresh Ideas / Perspective
- Community Involvement
- Create New Public Perception of Profession
- More Design Accessibility

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**Outcomes**

- Create Community, Infrastructure within AIA that embraces & supports startups
- High Utilization of Portal tools
- New Firm’s Success

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**Action**

- A clear portal on YAF site for Starter Kit
  - Includes: Start up questionnaire, checklist, reading list, architect profiles, libraries, pete grant survey, blog, flowchart, white paper
  - Track number of still active firms after 5 years
  - Survey new firms to track time spent on tasks
  - Profitability and resources may help