Business Plan Template - in readiness for a Community Public Offering (CPO)

1) **Executive Summary** *(do last)*
   a. Business Description: What is your business, what does it do, and what is its goal? What is it trying to achieve?
   b. Fundraising Description: How much and for what?

2) **The Founding and Management Team**
   a. How are you qualified to run this business?
   b. 1-3 paragraphs- what motivated you to start this business?
   c. What are the qualifications of each team member/co-founder-(include pictures of team members)?
   d. How is your company managed, by whom?
   e. What are your staffing requirements? Needs? When?

3) **The Business Basics**
   a. When were you founded? Are you in startup (1-5 years) or growth?
   b. What is the legal form of your business? Why? Is it a B Corp?
   c. What will the business look like in a year? Five years?
   d. Where will you operate? Does it fit the physical needs of your business? Length of lease? Future plans?
   e. Do you require special permits? Any legal constraints or circumstances?
   f. Who are the professionals that support you? What internal management systems do you use?

4) **The Product/Service**
   a. What market need or gap are you filling? What are the trends? What data do you have for evidence?
   b. What are you providing to your customer/s? More than one thing? Why?
   c. Why will the customer want your product/service? What need is being addressed?
   d.