

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.