



# Business Worksheet

| Customer Base  |  |
|--|--|
| Who is your Customer?                                |  |
|  |  |
| What problem are you solving for your customer?      |  |
|  |  |
| What value are you delivering for your customer?     |  |
|  |  |
| Where do they come from? (geographically)            |  |
|  |  |
| How often do they visit - monthly, weekly, or daily? |  |
|  |  |
| How much do they spend per visit?                    |  |
|  |  |
| What time of day do they visit?                      |  |
|  |  |
| Business Model                                       |  |
| Who are your partners?                               |  |
|  |  |
| Suppliers/vendors:                                   |  |
|  |  |
| Business support groups:                             |  |
|  |  |
| Who are your competitors?                            |  |
|  |  |
| How do you assemble your product?                    |  |
|  |  |
| Where do you sell? (online, retail, wholesale)       |  |
|  |  |
| Do you take appointments? How?                       |  |
|  |  |



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|   |  |
|---|--|
| How are you CURRENTLY generating revenue? |  |
| How do you plan to?                       |  |
| 1.  |  |
| 2.  |  |
| 3.  |  |
|   |  |

| Business Planning   |  |
|---|--|
| Fixed Costs:  |  |
| Rent:   |  |
| Utilities:  |  |
| Insurance:  |  |
| Variable Costs:   |  |
|   |  |
| Equipment needs:  |  |
|   |  |
| Unit Cost:  |  |
|   |  |
| Total Start-up costs (not including building-specific costs): |  |
|   |  |

| Location Survey                   |  |
|-----------------------------------|--|
| Neighborhoods with of interest::: |  |
| Neighborhood contacts:            |  |
| What can they do for me?          |  |
|                                   |  |
| Sources for building info?        |  |



# Business Worksheet

|   |  |
|---|--|
| Do you have a 1-minute pitch to tell building owners? |  |
| Do you need brick and mortar? Why?                    |  |
| Co-working options:                                   |  |
| Possible co-tenants:                                  |  |
| Online expansion:                                     |  |
| List of building prospects:                           |  |
| Address:  |  |
| Contact:  |  |
| Address:  |  |
| Contact:  |  |

| Design   |  |
|--|--|
| What activities take place in your space?      |  |
| Primary:                                       |  |
| Secondary:                                     |  |
| Tertiary:                                      |  |
| What are your hours?                           |  |
| Where do your customers enter, stay, and exit? |  |
| How long do they stay?                         |  |
| How many people are in the space at any time?  |  |
|  |  |



# Business Worksheet

|                                       |  |
|---------------------------------------|--|
| How often is the building open?       |  |
| What systems does your building need? |  |
|                                       |  |

## Sustainability

|   |  |
|---|--|
| How will you handle trash/ recyclables?     |  |
| What containers will you use?               |  |
| How will you limit water usage?             |  |
| How will you limit electricity usage?       |  |
| How will you heat/ air condition the space? |  |
| What equipment can be energy efficient?     |  |
| How will you fund equipment purchases?      |  |
| <b>Next Steps:</b>                          |  |
| <b>TA Providers:</b>                        |  |

## Funding Checklist

|  |  |
|--|--|
| 3 years of year-end balance sheets:    |  |
| 3 years of year-end income statements: |  |
| Current accounts receivables:          |  |



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|  |  |
|--|--|
| Current accounts payable:                            |  |
| 3 months bank statements for main account:           |  |
| Signed & dated current personal financial statement: |  |
| 3 years individual W-2's for each partner:           |  |
| <b>Next Steps:</b>                                   |  |
| <b>TA Providers:</b>                                 |  |

| Funding Checklist            |  |
|------------------------------|--|
| Personal equity:             |  |
| Friends/family who can give: |  |
| Equity partners:             |  |
| Crowdfunding:                |  |
| Micro-loans:                 |  |
| CDFI's                       |  |
| Michigan Saves:              |  |
| Traditional banks:           |  |
| <b>Next Steps:</b>           |  |



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|                      |  |
|----------------------|--|
| <b>TA Providers:</b> |  |
|                      |  |

|                                  |  |
|----------------------------------|--|
| <b>Technical Assistance Plan</b> |  |
|----------------------------------|--|

|                            |  |
|----------------------------|--|
| <b>Marketing:</b>          |  |
| Visual Identity:           |  |
| Social Media:              |  |
| Website:                   |  |
| Advertising:               |  |
| <b>Accounting:</b>         |  |
| Insurance:                 |  |
| Taxes:                     |  |
| Fees:                      |  |
| <b>Legal Issues:</b>       |  |
| Tax ID:                    |  |
| Articles of incorporation: |  |
| Leasing:                   |  |
| Licensing:                 |  |
| <b>Next Steps:</b>         |  |
|                            |  |
| <b>TA Providers:</b>       |  |
|                            |  |

|                |  |
|----------------|--|
| <b>Summary</b> |  |
|----------------|--|

|                          |  |
|--------------------------|--|
| <b>Short-term goals:</b> |  |
| 1.                       |  |
|                          |  |
| 2.                       |  |
|                          |  |
| 3.                       |  |
| <b>Mid-term goals:</b>   |  |
| 1.                       |  |
|                          |  |
| 2.                       |  |

