

Business Plan Fundamentals: A Road Map to Success

- Mission, Vision and Core Values--- What is your purpose for being?
- Products and Services
 - What is a time dollar?
- Target Market: Who is your Customer?
 - What is the profile of your membership?
 - Membership Development plan
 - Recruitment/ Engagement and Retention of members
- Marketing/ Sales Plan
 - How will you reach your customers/ prospective members?
 - What are your relationships in the community? (Non-profits; businesses; "connected" members)
- Management and Staffing
 - Who will staff or manage your Exchange Program, including the day to day operations?
 - Role of the Coordinator/ Facilitator, Kitchen Cabinet/ Advisory Board and Members
- Insurance and Legal
 - What insurance and legal issues are important for your start-up and operations of your Exchange?
- Financial Projections
 - What are your start-up costs?
 - First year projected budget?
- Fundraising and Sustainability
 - How will you fund the start-up of your Exchange Program?
 - What will be your main funding stream?
 - Is your budget diversified--- grants, individuals, contracts, products, inkind, other
- Technology
 - What technology is important for your Exchange Program? What is available?
 - What software is needed and how do you access it?
- Evaluation
 - How will you measure the success of your Exchange Program?
 - Goals for first year?
- Strategic Planning: Short and Long-term Planning
 - What do you hope to accomplish over the next 6-months?
 - What are your long-term goals? 2 years out? 5 years out?