

Business or Organization Plan

Business/Organization Name:

Business/ Organization Street Address:

City, State, Country, Postal Code:

Annual Revenue (US dollars) of your organization/business:

Is your organization/business a subsidiary or division of another organization/company?

Which of the following investments have been made to your business or organization to-date.

(Select all that apply and respond to corresponding questions.)

- Fundraising
- Crowdfunding
- Donations
- Seed funding/Venture capital
- Competition prize money
- Personal investment
- Other (please specify):
- None

Mission/ Vision Statement

What is the mission and vision of your organization/business? The mission statement should be 30 words or fewer, explaining your organization or company's purpose and guiding principles.

Problem Statement

What problem does your business/organization seek to address?

Solution

What solution does your business/organization provide for the above problem?

Customers or Beneficiaries

Who are your customers or beneficiaries? (Be as specific as possible.)

Revenue Streams

List your sources of revenue/ funding. How is your revenue/ funding stream sustainable?

Goals and Metrics

List three goals you have for your organization/business in the next year, and the key metrics you will use to achieve these goals.

Unique Value

What added value does your product or service bring to your customers that other products or services do not provide?

Structure

How is your business or organization structured?

Select your involvement in the launch of your organization/business?

- Founder
- Co-Founder
- Donor
- Other (please specify)

In which phase of development is your organization/business?

- Pre-startup - Your organization/business is in the idea and planning stage.
- Start-up - You've launched your organization/business with a functioning product/service and have customers/clients.
- Growth - You have established sources of revenue and are working on scaling your organization/business.

What is your current role in your business or organization? (Select at least one)

- Founder
- Co-Founder
- Chief Executive Officer (CEO)
- President
- Chief Operating Officer (COO)
- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Chief Financial Officer (CFO)
- Executive Director
- Managing Director
- General Manager
- Other (please specify)

Number of Full-time Employees:

Number of Part-time Employees:

Organization/Business Website:

**Link to your Organization/Business Facebook (example:
<https://www.facebook.com/ylainetwork/>):**

Organization/Business Twitter Handle (example: @YLAINetwork):

Organization/ Business Instagram Handle (example: @YLAINetwork):

Which of the following best describes your industry? Please select at least one and a maximum

of three options.

- Agriculture
- Animal Care
- Artisan products
- Arts and Culture
- Attire and Fashion
- Business Services
- Community Development
- Crowdfunding/ Fundraising
- Data Analysis/IT
- Education
- Electronics/Technology
- Energy
- Environment/Conservation
- Film and Media
- Finance
- Food and Beverage
- Government Transparency
- Health
- Housing
- Incubator/Accelerator
- Legal Services
- LGBTQI Community
- Research and Development
- Sports
- Tourism
- Training and Development
- Transportation
- Volunteerism
- Gender and Equality
- Youth Empowerment