

Supported Microenterprise Business Plan Pilot

Name: _____ Counselor's name: _____

Date: _____ Phone number: _____

1. Tell me about the business.
 - a. What is your business's name? _____
 - b. What can you tell me to convince me your business is a good idea?
 - c. What will your business do?
 - d. What strengths do you bring to the business?
2. Tell me about your customers:
 - a. How many customers will you need to start the business?
 - b. How will you find customers?
 - c. How can you be sure you will find new customers?
 - d. How big do you want the business to get?
3. Tell me about the money your business will make:
 - a. List your costs (expenses) to run the business?
 - b. What is your projected income from the business?
 - i. When you start the business
 - ii. After your business has grown
 - c. Who will keep track of the business money (who will do bookkeeping)?
4. Tell me how hard you will work on the business:
 - a. How many days per week and hours per day do you plan to work right after you start the business?

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- b. How many days per week and hours per day do you plan to work when the business has grown?
5. What can you tell me so I will be convinced you will start a business (instead of doing a hobby)
6. Have you talked to a Benefits Planner (either WIN or Plan for Work)? If yes, what did they advise you to do? If you haven't talked to a Benefits Planner, ask your counselor to schedule a meeting and put the date in this space.
7. What else should I know about your potential business?

If you have questions while you are working on this Plan, you can call or email me. When you have finished the plan, please return it to me. Thank you; I am looking forward to hearing about your business plans.

Ann Balzell

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