



Microenterprise Fund

Business Plan Checklist

BUSINESS PLAN

Please submit a business plan for your company that speaks to all aspects of your proposed project including those listed below. If you need assistance developing the plan, contact Community and Economic Development Associates at info@cedausa.com or (507)-867-3164.

A. HISTORY OF BUSINESS

Briefly describe the past operation of the business or the events leading to its creation. Ownership (for each owner, partner or corporate officer, provide their name, address, telephone number, position in the company and percent of ownership in the company.

B. MARKET ANALYSIS AND STRATEGY

1. Description of current buyers, customers, and target markets.
2. Competition.
3. Pricing Structure of Products.
4. Distribution.
5. Advertising.
6. Sales Promotion.

C. PRODUCTS/SERVICES

1. Description of product line.
2. Proprietary position of patents, copyrights, legal and technical considerations.
3. Comparison to competition.

D. MANUFACTURING PROCESS

1. Materials
2. Production methods.

E. MANAGEMENT

F. FUTURE PLANS

G. FINANCIAL PROJECTIONS

1. Monthly cash flow projections
2. Profit and Loss Statement: last three years and current year, and three year projection.
3. Balance Sheet: Last three years and current year, and three year projections.

H. SCHEDULE OF BUSINESS DEBTS OR CREDIT REVIEW SUMMARY

I. STATEMENT OF COLLATERAL

Detailed list of all collateral offered in this project, its value, and security position by funding sources.

J. RESUMES AND PERSONAL FINANCIAL STATEMENTS

Include resumes of all principals as well as current, dated and signed personal financial statements on all principals.

K. COMMITMENT LETTERS

Include commitment letters from banks or others stating the terms and conditions of their participation. Or, alternatively include turn down letters from at least two banks.

L. AFFILIATES

Description of any affiliates, subsidiaries, or franchises involved in this project as well as balance sheets and income statements for the past two fiscal years for the above.

M. APPRAISALS/PROPOSED LEASE/PURCHASE OPTIONS OR AGREEMENTS

Include copies of existing or proposed leases, purchase options or agreements, or other financial agreements.

N. PARTNERSHIP CERTIFICATE OF AUTHORIZATION, OR CORPORATE CERTIFICATE OF AUTHORITY AND INCUMBENCY

Include minutes of the corporate meeting adopting this certification where applicable.

O. ARTICLES OF INCORPORATION AND BYLAWS

P. CERTIFICATE OF GOOD STANDING