

**Community Investment Fund of Indiana(CIFI)  
Business Plan Questionnaire**

**Introduction:** Answers to these key questions will help you develop a business plan that will help you improve the way you run your business. Your answers are also important if you are seeking investors or wanting to get a business loan. Remember, there is no right or wrong answer. Addressing these questions will help you build a business roadmap that includes your financing requirements.

**1) What is the need for your product or services that your business exists to satisfy? Is the business offering a product or service or both?**

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*Coaching Tip:* What is the business opportunity that you have discovered within the market. Clearly define the need and/or problem you are solving with this business.

**2) How will your business satisfy the need or create a solution to the problem?**

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*Coaching Tip:* Describe the business itself. Consider adding a mission or vision statement with objectives detailing how the business satisfies the marketplace need.

**3) How does your business distinguish or differentiate itself in the market?**

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*Coaching Tip:* Describe your business approach and or model and list its competitive advantages. How will your business sustain its marketplace position?

**4) Who are the key individuals in the business?**

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*Coaching Tip:* List the management team, board and advisers to the business. Highlight their expertise and experiences and include key employees, board or advisers that you will need to recruit.

**5) How big is the market you are entering?**

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*Coaching Tip:* How can you justify the market opportunity. Describe the industry, its size and why it is attractive to you.

**6) Who are the customers you are targeting and how will they find out about the product or service you offer?**

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*Coaching Tip:* Describing your target market customers helps to define your market strategy.

**7) Describe your existing or planned marketing and promotional strategies?**

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*Coaching Tip:* What promotional strategies do you use, or will you need to develop to reach your customers. Where and how will you advertise (print, radio, social, etc.)

**8) What are the economics of your business?**

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*Coaching Tip:* Define your revenue streams including pricing structure, costs, margins and expenses. Use the projection spreadsheet to detail income and expenses.

**9) How much money is required to get your business started and generating revenue?**

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*Coaching Tip:* Identify your capital requirements by determining where your business stands today, and what will be needed going forward. For a CIFI loan, what will be the sources and uses of funds requested. Use the sources and uses of funds statement (here). Don't forget to include the money that you have already invested or plan to invest. Do you have money that you saved or from an investor that you have already or plan to inject in the business?

