***BUSINESS INFORMATION:***

* Name of business:
* Type of Business:
* Owner & co founders:
* For-profit or Non-profit:
* Date of establishment:
* Contact information:
* Previous year revenue earned (optional):
* What credentials or certificates do have:
	+ Do you plan to participate in any current trainings, classes or workshops?

***BACKGROUND:***

* If not already, what type of business are you looking to establish in the City of Harrisburg?
* What service or resource will you be or are you providing?
* Do you have past professional experience in your field of work?

***OUTSIDE OF YOUR BUSINESS:***

* How many team members or employees are a part of your business?
* Do you or any other member or employee volunteer in the city of Harrisburg or other communities?
* If so what organization or group do you volunteer with?

***ARE YOU CLEAR ON YOUR BRAND VALUES & BRAND AWARENESS?***

* SUMMARY

What is your mission statement?

* VISUALS

How do you want your brand to look and feel?

* VOICE

What does your brand sound like or what’s your unique point of view?

* VISION

The idea behind your brand that inspires you, your employees and customers VALUES.

What makes your brand different, individual and irresistible to your target audience?

* WHO, WHERE, & HOW
	+ Who is your customer base?
	+ What type of marketing do you use to promote your business?
		- Radio
		- TV
		- Social media
			* What platforms?
		- Word of mouth
		- Flyers
		- Billboards
		- Newspaper
		- Mobile apps
	+ What is the preferred method of communication between your business and clients?
	+ Do you offer a mailing list or newsletter for your clients/subscribers?
	+ Do you have a website?
		- If not, are you researching your options?

***FUNDING:***

* What capital do you have to invest?
* Have you received funding from the city, county, or state?
* Have you received any loans or 3rd party grants?
	+ Are you interested in learning how to obtain potential funding?
* Do you have or have you considered a budget plan, financial advisor or use a consultant?

***LOCATION:***

* Your average number of customers per day?
* Does your location see a lot of foot traffic within the area?
* What’s your customer base or demographic?
* How many other businesses are within walking distance from your location?
* Where is your business located?
	+ Mostly residential area?
	+ Mixed-use area?
	+ Full commercial (i.e. Shopping center, plaza, or town center)?
* What would help your and/or other businesses in your area?

***Example:***

* + - More customers?
		- Added other business around you to help with foot traffic within the area?
		- Revitalization of the area your business is located to attract larger customer base?
		- More reliable transportation in your area for customers to patronize your establishment?