

# empowerher™



**GROWTH BUSINESS – A business that has the potential to scale significantly in size and revenue. A growth business can be attractive to outside investors. Examples of these are: 1) a technology-based startup that has the potential to be acquired or go public; a retail or food establishment that can expand to multiple locations to become a chain or franchise; a manufacturing business that has the capacity to grow its number of employees. Some guiding questions are:**

- What is your business model? How long have you done this? Why are you passionate about it?
- What is unique about your business? How will it make the community in which you are operating a better place?
- Who are your customers? What key partnerships have you build?
- Who are your competitors? What are the differences in the pricing of your product versus theirs?
- How does your business make money? What new opportunities are you pursuing?
- What does your management team look like? What are your and each of the partners' (if any) relevant experience? How will those translate to the community?
- What is your expansion plan? Think about your financials (revenue, operating costs, and profitability margins), how have they changed from your initial launch?
- What funds, support or data will you need to continue growing?