

empowerher™



Growth: 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; 2) a retail or food establishment that can expand to multiple locations to become a chain or franchise; 3) 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 built?
- 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?
- Describe your management team. What are your and each your team members' (if any) relevant experience? How will those translate to success in the community?
- What is your expansion plan? How have your financials (revenue, operating costs, and profitability margins), changed since your initial launch?
- What funds, support or data will you need to continue growing?