

ROADMAP QUESTIONS

- 1. Concept of your business - be specific: describe your brand in 1-2 sentences maximum.**
What makes you unique, what your company does, how it's done, why you do it should be clear in this statement. i.e.: 1 Bringing sweet moments of Hershey happiness to the world every day. i.e.: 2 Our mission is to nourish people's lives by offering a wide variety of convenient, delicious, and affordable food choices that can help everyone enjoy a balanced, healthful diet.
- 2. Exactly what are you making and how do you package it -**
Name the item(s), identify what the main ingredient(s) is and explain the packaging it will be in when the customer receives your product.
- 3. Product testing -**
*Who has sampled your product? (Friends, family, potential wholesale buyers)
How many potential customers do you think you will have? Do you have a list of friends & family and stores that will be customers? List who you believe will be your 1st customers (i.e.: 10 neighbors at 649 2nd Ave have purchased from me at \$5 a piece; have gotten sales at Rockaway Brew Pub on a Saturday and sold out, each piece sold \$4 per order, gave many to friends and family).*
- 4. Product Interest -**
What kind of interest have you had from retail stores or other sales outlets? (Neighborhood specialty stores, restaurants) Those who have sampled your product, are they willing to pay your asking price? (What is the feedback on pricing from friends & family will they pay what you ask?)
- 5. Describe how you will promote/sell your product -**
Using the comparison chart as research, what makes you different than others? List all the opportunities you will use. Describe the promotional tools in detail (Online partners, online advertising, 3rd parties (i.e. grubhub), website, market participation, return customer rewards, social media, gourmet stores).
- 6. How will you distribute your product? -**
Describe the various ways you will get your product to your customer? How will you deliver your product?

7. **Marketing Strategies - Where do you plan to begin your sales outreach? Why have you chosen these outlets? Be specific.**

For example: 30% online (social, website, 3rd party partner) name specific outlets; 30% wholesale (name the stores, restaurant); 30% markets/direct to consumer; 10% friends and family

8. **Projections & Outreach Goals -**

Give us realistic projections of sales broken down by month to month; breakdown your week by the number of hours being spent on marketing, including new customer outreach (cold calls, store visits, etc).

9. **Website/Brochure -**

Website is the business card of today: you at least need a homepage with your logo, brand mission, menu and how to contact you.

10. **Summary of owners/management team -**

Company titles/partners: Their training; experience and skills (maximum 1 page)

11. **Number of Employees -**

(excluding yourself/partners) If you hire immediately, what skills are you looking for?

12. **Expenses -**

A list of what you think your start expenses will be and how you will fund this.