

Private Sector Operators (Startup / Business / Nonprofit) Needs Assessment

Economic Inclusion

1. What populations within the market(s) served by your business would consume more of your products/services if they saw their income rise to median levels or higher?
2. What products or services would your business offer that it currently doesn't because the population that would benefit from them doesn't have sufficient income to participate in the market?
3. What products or services that serve needs within the community have been displaced or lost as a result of changes in the composition of local businesses?
4. What capital markets and resources would enable your community to support production and consumption of these goods/services within your community?
5. What resources can your local, state, and federal governments provide to support production and consumption of needed goods within your community?

For New Businesses or Business Expansions

1. What are the areas where you could solve for an unmet need that you've identified in the community?
 - a. What efforts have you made to quantify and analyze the unmet need that you've identified?
 - b. Have you created a business plan outlining your ideas and the steps required to implement them?
 - i. What step are you currently working on in the process?
 - c. What resources and stakeholders would you need to involve?
 - d. What potential sources of financing have you explored or identified for your business?
 - e. What risks and obstacles need to be addressed?
 - i. How do you plan to solve them?
 - f. What are the barriers, if any, that would prevent you from starting this business?

For Current Business Owners/Executives

1. How and why did you initially get involved in your business?
2. What products and services does your business sell currently?
 - a. How has demand for these products and services changed?
 - b. Where are these products and services primarily consumed?
 - i. Inside the community
 - ii. Outside the community
3. What need is met by the products and services your business sells?
 - a. Inside the community
 - b. Outside the community
4. What are your business's annual revenues?
 - a. How have the revenues trended for the last few years?
 - b. How has COVID-19 impacted your business's revenues?
5. At current revenue / cost levels, how long could your business remain solvent?
 - a. What actions have you taken to extend your business's ability to remain solvent?
 - b. If your business deteriorates, what options are you considering?
6. What actions have you taken to safeguard the health of your consumers, employees, and vendors and how has that impacted your business?
 - a. How could the business function to serve clients remotely and minimize unnecessary contact?
7. How many people does your business employ?
 - a. How many of these employees reside in this community?
 - b. How many employees are located outside this community?
8. What is the general profile of your employees, by role?
 - a. Does the local talent pool meet your business's operational needs?
 - b. What resources are available within the community to facilitate hiring new employees?
9. Are there any areas in which your business and your community can collaborate to invest in expanding the local talent pool?
10. Who are your clients?
 - a. What impacts have your clients experienced in recent months?
 - b. How have the number of clients you serve trended over time?
 - c. How has revenue / client trended over time?
 - d. How has your ability / timing to collect from your clients trended?
11. How do you assess how well your consumer's needs are met by products and services you provide?

- a. Do you feel that the need is adequately addressed by existing products and services that you and your competitors sell?
 - b. What additional actions can you take to better address the consumer's need?
12. What consumer needs adjacent to the ones your company addresses could provide potential areas for growth / expansion?
13. Who are your vendors for production inputs and equipment?
 - a. What impacts have your vendors experienced in recent months?
 - b. How have your costs and terms with your vendors trended over time?
 - c. How has your ability to purchase inputs changed?
 - d. Do you believe that your vendors can make any improvements to better address your needs and demand?
 - e. What actions have you taken to address these areas with your vendors?
14. What do you see as the primary challenges to your business's stability and growth?
 - a. How can you collaborate with your community to resolve these challenges?
15. What options are available to your business for accessing funding?
 - a. What funding sources does your business employ currently?
 - b. How has access to funding influenced your investment decisions?
16. Where does your business operate outside of the community?
 - a. How has your business's presence / investment in the community versus other communities where it operates trended in recent years?
 - b. What motivates the location / investment of your operations?
17. What political, economic, social, technological, environmental, and legal factors affect your business?