**WHO IS LEVEL ONE?**

* Level one represents anyone who is NEW to the industry or NEW to the focus/goals/objectives of their project.
* Level one is about getting started - are you a beginning entrepreneur, new venture for your organization, or just starting down a new path?

**YOU ARE IN LEVEL ONE...**

* If you are looking for a thought partner to help ideate your idea (feasibility or market study), better enunciate your idea (project plan, strategic plan, business plan), or help craft a pitch for your idea (project plan, business model, strategic plan).
* If you are still developing your idea and looking for partners, for funding, for clarity around the “how.”

**WHAT COMES NEXT?**

* After you complete the questions below, you will have a better outline of your idea, your ask, and what type of help you are looking for.
* If you CANNOT complete any of the following questions, we recommend scheduling office hours with a mentor, consultant or strategy advisor to help navigate through these fundamentals before you employ a consultant, approach a funder or investor, or pitch this idea to your community.
* If you WERE able to complete the questions then we have just one more…“What is your ASK?” These questions are designed to help you iterate your idea or project, identify where you need help, identify who might be able to help, and help get you to an “ask”. What is it that you need and who can help you take your next step?

Complete the following questions to get started.

| **Main Question** | **Additional Context (Hints on How to Answer)** | **Brief Answers (1 paragraph max each)** |
| --- | --- | --- |
| What is your organizational mission, goal, or objective? | Help us understand the “**WHO**” of your project/ team.   * How do you define yourself? * What problem are you trying to address? Solve? * What motivates you/ your team? * Is there a community connection? |  |
| What is your new project? | Help us understand the “**WHAT**” of your project.   * Is this a new idea? New facility? New product? * New Service? New Programs? * An expansion? A pivot? * Do you have experience in this arena? * What makes this project a fit for you? |  |
| Why are you pursuing this project? | Help us understand the “**WHY**” of your project.   * New funding? New partnership? * New challenge facing your community? * Ability to grow? To expand? * Do you have experience in this arena? * Does your project tackle equity, diverse challenges, or other big picture topics? |  |
| What is your plan? | Help us understand the “**HOW**” of your project.   * Do you have a plan for how to carry out your idea or project? * What is your capacity to carry this out? * Do you have experience in this area? * Do you need partners? Funding? Expertise? * Is there support for your project? (From whom?) * How is your community or a community involved in your idea/project? * What challenges are you facing? |  |
| Is there a physical element of the plan? | Help us understand the “**WHERE**” of your project.   * Does your project include a facility? * Do you own, lease, have a site in mind? * What equipment do you have? Need? |  |
| How can we help? | Help “us” (or a funder, partner, consultant, community, etc..) understand what comes next...how they can help.   * What help do you need - what has brought you to “us”? |  |