**WHO IS LEVEL THREE?**

* Level three represents anyone who has experience within the industry related to their project and is looking for specialized help to embark on a large-scale project, pivot, new venture, or related idea that will require external resources and guidance.
* Level three is about accelerating - pushing growth, or creating new opportunities, community and/or regional plans, or supporting a multi-faceted partnership in pursuing a project.

**YOU ARE IN LEVEL THREE...**

* If you (and/or a group of partners) are looking to move a project along a development path and can clearly explain your project and where you see that path taking you.

**WHAT COMES NEXT?**

* After you complete the questions below, we will have a better directional map to answer “how can we help?”
* If you CANNOT complete any of the following questions, we recommend taking a look at the questions in Level TWO - do these questions help you to better outline your idea/project?
* 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.

*\*For each question - consider your answer for your CURRENT STATE (current operations or product offerings/services) and for your FUTURE STATE (what you want to have based on this project).*

| **Main Question** | **Additional Context****(Hints on How to Answer)** | **Lead? (You or a partner - who?)** | **Brief Answers** **(1 paragraph max each)** |
| --- | --- | --- | --- |
| **Current State\*** | **Future State (Projected)\*** |
| 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 is the motivation for this growth, pivot, or change?• Is there a community connection?• Who makes up your team, partnership or collaborative?• Are there governmental or regional inputs?• What is NON-NEGOTIABLE? |  |  |  |
| What does growth look like in your organization? | Help us to define “**growth**” and where this project intersects with it for you/ your team. |  |  |  |
| How do you generate revenue or profits? | Help us to provide context around your current business and this new venture - are they sustainable? What does profit, revenue, funding look like? |  |  |  |
| Has this idea/ your business been tested? | Help us to understand how this idea has been vetted? Tested? Or Pressure tested? What is left untested? |  |  |  |
| Give us the elevator pitch for your project! | Help us understand the “**WHAT**” of your project.Can you succinctly share what your project involves? Outline all of the major components. |  |  |  |
| What are the drivers behind each component of this project? | Help us understand the “**WHY**” of your project.• Community needs addressed?• Partner need/ consideration?• Funding need/ consideration?• Revenue need/ consideration? |  |  |  |
| How do you plan to execute?  | Help us understand the “**HOW**” of your project.• Programmatic Components?• Timeline?• Development Plan?• Project plan?•What has been done along this path?* Strategic Planning
* Concept Development or Design
* Financial Audits, Analysis, or Planning
* Project Ideation, Design, or Visualizations
 |  |  |  |
| Outline the physical/ logistic elements of your plan? | Help us understand the “**WHERE**” of your project.What is needed to build, grow, adapt or change? (physical assets and structures) |  |  |  |
| How can we help? | What help do you need - what has brought you to “us”?Help “us” (or a funder, partner, community, etc..) understand what comes next...how they can help. |  |  |  |

*Please provide an inventory of your current assets and resources that can be applied to this project:*

|  |  |  |
| --- | --- | --- |
| **RESOURCE/ ASSET:** | **CURRENTLY HAVE:** | **WILL NEED:** |
| Site, Lease, or Location (Status) |  |  |
| Existing Facility(s)? |  |  |
| Facility Plans? |  |  |
| Implementation Team/ Staff/ Volunteers? |  |  |
| Equipment? |  |  |
| Funding? (Have? Need? Plan?) |  |  |
| Partners? |  |  |
| Board Support? |  |  |
| Community Support? |  |  |
| Previous Studies/ Outreach Conducted? |  |  |
| Budget or Financial Plan? |  |  |