

Starting a Group-Based Business Development Plan

ACTIVITIES	DATES	WHO	COST
Stage ONE: Exploration (3 –6 months)			
1. Organizational Development: Form a Committee with people who represent the potential group members. Identify your mission and core values.			
2. Business Planning: Conduct Market Research to determine the need for your products and services and complete your feasibility analysis to see if you have a viable business idea			
3. Business Development: Define your key business concept – What products and services might your business supply that could make a significant economic difference in the lives of its members? Create a project development plan and budget. Secure funds for stage one and begin fundraising for stage two.			
4. Member Development: Share information with potential group members about your business idea.			
Stage TWO: Business Planning (3 –6 months)			
1. Business Planning: Create a Business Plan and Marketing Plan that describes how you will launch your business, what it will cost, and where you'll get the money.			
2. Organizational Development: Set up your Founding Board, incorporate your business, and adopt Bylaws that describe how you will work together.			
3. Member Development: Recruit members for your group.			
4. Business Development: Secure development funds for Stage Two and Three. Raise money (equity) from members (an other investors?) and get a loan to launch your business (if needed).			

ACTIVITIES	DATES	WHO	COST
Stage THREE: Business Launch (2-6 months)			
1. Organizational Development: Set up office and hire staff.			
2. Business Development: Contract for and market products and services. Pre-sell members and/or customers products and services.			
3. Member Development: Orient new members to their roles and responsibilities.			
Stage Four: In Business			
1. Business Development: Sell products and services, engage in sales and marketing and ongoing business development.			
2. Organizational Development: Provide staff and management education and engage in strategic planning.			
3. Member Development: Engage in member and board education.			
4. Celebration: Take time to acknowledge your accomplishments!			