



Equity Loan Program  
**Cannabis Business Plan**  
**Questions**  
**(10 pages total)**



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**I. OVERVIEW QUESTIONS**

- a. Company Information
  - i) Name
  - ii) Type of Cannabis business
  - iii) Business Street Address
  - iv) Business City, State and Zip
  - v) Is this also a residence (Yes or no)?
  - vi) Website (if available)
  - vii) Company description (less than 50 words)
  - viii) Slogan or tagline (if available)
  
- b. Founder/CEO
  - i) Full Name
  - ii) Email address
  - iii) Phone number
  - iv) How many partners do you have?
  
- c. Business Questions
  - i) Year and month company started
    - (1) Pre- revenue
    - (2) Revenue but no profits
    - (3) Revenue and profits
  - ii) Stage of company (check one)
  - iii) Current revenue amount
  - iv) Current number of customers
  - v) Current number of products
  - vi) Total number of staff including owner
  - vii) Did you pay business income taxes last year?

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**I. PRODUCT QUESTIONS**

- a. Describe your product or service
- b. What are your top features and benefits?
- c. What customer problem are you solving, or how are you helping your customer?



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- d. What would the customer do if this solution did not exist?
- e. **Product Setup Costs:** How much will you spend setting up and developing your product including items such as?
  - i. Product formulation (recipe, packaging, etc.)
  - ii. Buildout (construction, bringing space up to code, etc.)
  - iii. Equipment & furniture (shelves, lighting, storage, etc.)
  - iv. Initial inventory
  - v. Initial supplies
  - vi. Other (describe)

**II. COMPETITION QUESTIONS**

- a. Who are your top three competitors and what are their websites (complete competitive grid below)?

Competitive Grid				
	Company Name	Competitor 1	Competitor 2	Competitor 3
Feature 1	Green = Yes Red = No	Green = Yes competitor has feature Red = No, competitor does not have	Green = Yes competitor has feature Red = No, competitor does not have	Green = Yes competitor has feature Red = No, competitor does not have
Feature 2	Green = Yes Red = No	Green = Yes Red = No	Green = Yes Red = No	Green = Yes Red = No
Feature 3	Green = Yes Red = No	Green = Yes Red = No	Green = Yes Red = No	Green = Yes Red = No
Product Price				
Website				
Other Comment				

- b. How are you different than your competitors?
- c. How will you prevent others from copying you?
  - i. Brand (name and logo)
  - ii. Patents, copyrights or trademarks
  - iii. Other (explain)
- d. **Competition Setup Costs:** How much will it cost you to develop:
  - i. Brand (name and logo)
  - ii. Patents, copyrights or trademarks
  - iii. Other (describe)



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**III. BUSINESS NETWORK QUESTIONS**

- a. Who are your suppliers and what do they supply?
- b. Who are your distributors and where do they distribute?
- c. Who are our joint venture partners and what do they do for you company?
- d. Who are your enterprise customers (such as dispensaries; not individual consumers)?
- e. How many customers do you hope to get in year 1, year 2 & year 3?
- f. **Business Network Setup Costs**: How much will you spend securing the following relationships including down-payments to suppliers or distributors, investment in joint venture, etc.?
  - i. Suppliers
  - ii. Distributors
  - iii. Joint-ventures
  - iv. Enterprise Customers (such as dispensaries; not individual consumers)
  - v. Other (describe)

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**IV. CUSTOMER QUESTIONS**

- a. Describe the core customer and list specific characteristics
  - i. Individual customer: location, gender, age, income, family, psychographic traits (musician, dancer, cancer patient, athlete, baker, skateboarder; other – describe)
  - ii. Business customer: location, what do they do, how big are they
- b. List 5 specific locations where you plan to sell your product (a particular dispensary, a cannabis event, etc.)
- c. What price will you charge for your product?

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**V. MARKETING AND SALES QUESTIONS**

- a. How will you find customers (See Marketing Techniques Exhibit)?
- b. How will you convince customers to buy (See Sales Techniques Exhibit)?
- c. How will you help customers after a purchase (See Customer Support Techniques Exhibit)?
- d. **Marketing & Sales Set-up Costs**: How much will you spend launching your product?
  - i. Market research



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- ii. Website development
- iii. Brochure & flyer
- iv. Launch party
- v. Customer support
- vi. Other (describe)

**VI. STAFF QUESTIONS**

- a. List the total number of staff including owner
- b. Complete the Staff Grid (attached) providing
  - i. Employee Name
  - ii. Title
  - iii. Responsibilities
  - iv. Employee or contractor
  - v. Part-time or full-time
  - vi. Annual salary or hourly wage
  - vii. Hours worked per week

Staff									
No.	Staff Full Name	Partner (Y/N)	Title	Responsibilities	Employee or contractor	Part-time or full-time	Annual Salary or Hourly wage	Hours Worked per Week	Monthly Wage
1									
2									
3									
4									
5									

- c. Provide resumes or list of experience for salaried employees
- d. If you have an advisory board, for each board member please provide
  - i. Name
  - ii. Why they are an advisory board member
- e. **Staff Set-up Cost:** How much will you spend on the following:
  - i. Finding your staff
  - ii. Training your staff
  - iii. Other (describe)



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**VII. INFRASTRUCTURE QUESTIONS**

- a. What technology systems will be used?
- b. Where will the company operate from?
  - i. What is the business address?
  - ii. Is this a residence?
  - iii. How will the space be used?
  - iv. How many square feet will be used?
- c. What vehicles will the company use?
- d. **Infrastructure Set-up Costs**: How much will it cost begin operating in the space?
  - i. Construction to bring into compliance
  - ii. Equipment purchase
  - iii. Purchase of furniture and fixtures
  - iv. Computer purchase
  - v. Phone purchase
  - vi. Software purchase
  - vii. Payment system
  - viii. Security system
  - ix. Facility lease deposit
  - x. Building purchase
  - xi. Vehicle lease deposit
  - xii. Vehicle purchase
  - xiii. Other (describe)

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**VIII. COMPLIANCE QUESTIONS**

- a. What is the company's legal structure?
- b. What type of healthcare coverage will be provided?
- c. What other types of insurance will be provided?
- d. What permits, licenses, insurance and non-income taxes are required?
- e. **Compliance Set-up Costs** – How much will the company spend on the following to set-up the company:
  - i. Permits/Licenses/Fees
  - ii. Legal
  - iii. Bookkeeping/accountant



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- iv. Insurance
- v. Other taxes - Non-Income
- f. What the company's estimated Federal tax rate %
- g. What the company's estimated State tax rate %

**ACTION PLAN QUESTIONS**

- a. What is the company's Action Plan (complete the "Action Plan" Exhibit below)?
  - i. Include items such as:
    - 1 Secure funding
    - 2 Complete design plans
    - 3 Complete build-out of space
    - 4 Purchase furniture and equipment
    - 5 Finalize the logo
    - 6 Create a website
    - 7 Hire and train employees
    - 8 Have a soft opening
    - 9 Have a grand opening
    - 10 Other (describe)

Action Plan Exhibit			
#	Goal	Deadline	Person Responsible
1			
2			
3			
4			
5			

- b. What are the company's accomplishments to date? Include items such as
  1. Location secured, and lease signed
  2. Funding received
  3. Number of customers



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# Cannabis Business Plan

## Questions

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4. Number and type of signed contracts
5. Website launched
6. Recipes or formulas completed; describe the product types
7. Completed product development
8. Number of website visits
9. Number of videos made
10. Prototypes made
11. Awards received
12. Surveys or research completed
13. Beta tests completed
14. Other (describe)



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### USE OF PROCEEDS STATEMENT

The Use of Proceeds Exhibit is created by totaling all of the set-up costs listed in the business plan. These costs included the following:

- I. **Product Setup Costs:** How much will you spend setting up and developing your product including items such as?
  - a. Product formulation (recipe, packaging, etc.)
  - b. Buildout (construction, bringing space up to code, etc.)
  - c. Equipment & furniture (shelves, lighting, storage, etc.)
  - d. Initial inventory
  - e. Initial supplies
  - f. Other (describe)
  
- II. **Competition Setup Costs:** How much will it cost you to develop the following:
  - a. Brand (name and logo)
  - b. Patents, copyrights or trademarks
  - c. Other (describe)
  
- III. **Industry Relationship Setup Costs:** How much will you spend securing the following relationships including down-payments to suppliers or distributors, investment in joint venture, etc.?
  - a. Suppliers
  - b. Distributors
  - c. Joint-ventures
  - d. Enterprise Customers (such as dispensaries; not individual consumers)
  - e. Other (describe)
  
- IV. **Marketing and Sales Set-up Costs:** How much will you spend launching your product?
  - a. Market research
  - b. Website development
  - c. Brochure & flyer
  - d. Launch party
  - e. Customer support
  - f. Other (describe)





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- V. **Staff Set-up Costs:** How much will you spend on the following:
- a. Finding your staff
    - i. Training your staff
    - ii. Other (describe)
- VI. **Infrastructure Set-up Costs** – How much will it cost begin operating in the space including items such as?
- a. Construction costs to bring space into compliance
  - b. Equipment purchase
  - c. Purchase of furniture and fixtures
  - d. Computer purchase
  - e. Phone purchase
  - f. Software purchase
  - g. Payment system
  - h. Security system
  - i. Facility lease deposit
  - j. Building purchase
  - k. Vehicle lease deposit
  - l. Vehicle purchase
  - m. Other (describe)
- VII. **Compliance Set-up Costs:** How much will the company spend on the following to set-up the company:
- a. Permits/Licenses/Fees
  - n. Legal
  - o. Bookkeeping/accountant
  - p. Insurance
  - q. Other taxes - Non-Income
  - r. What the company's estimated Federal tax rate %
  - s. What the company's estimated State tax rate %
  - t. Other (describe)