

*Short Business Plan for SSB Graduates applying for HarborOne $5k Term Loan*

**Basics**

Your Name:

Business Name:

Product or Service Offering:

USP (Unique Selling Proposition - Why am I buying from you?):

Years of Experience in lndustry:

What does your marketing plan look like? (Website, marketing materials, sales plan, etc.)

Competition:

Direct (selling the same product):

lndirect (in your industry):

**The Story**

Please tell us about your business: Your passion. Your experience.

**Business**

How do you plan to use the loan funds?

How will this loan help you grow your business?

(List of products or services you will be purchasing. Please include a proposal or cost sheet for products).

Expected Sales for the next 3 months:

Expected Expenses for the next 3 months:

Expected Sales for the next 12 months:

Expected Expenses for the next 12 months:

Quick explanation of how you arrived at these numbers.

**Teamwork**

Who is on your team? Accountant? Lawyer? Banker? Mentor? MA or RI Small Business Development Center? SCORE?