

NEW HAMPSHIRE VOCATIONAL REHABILITATION (VR)
TIER 1: BUSINESS PROPOSAL ASSESSMENT
 (FORM 3 OF 3)

The purpose of this form is to assist VR Counselors in assessing the comprehensiveness of the VR Customer's SE Business Proposal to determine whether VR funding be approved, be withheld pending further action or denied.

VR Counselor Name _____ Office _____
 (Please print)

VR Customer Name _____ Date Submitted _____
 (Please print)

VR COUNSELOR | FUNCTIONAL ASSESSMENT

1. What is the income objective for the self-employment venture? _____ Per Month Per Year
2. Is there a limit to how much revenue the venture can generate before affecting receipt of other sources of income? ___ Yes ___ No. If yes, what is the total limit? _____
3. Will the income objectives change over time? ___ Yes ___ No. If yes, when, what are the factors driving the change and what would be the new income objective for the self-employment venture?

4. Please include the following documents required by the VR [Tier 1 Business Proposal Requirements](#) **Enclosed**
 - a) [Tier 1 Business Proposal](#) (Reference Sample Business Proposal, Tier 1 workbook) _____
 - b) Completed exercises from [5 Steps to Successful Self-Employment](#) (online forms or workbook) _____
 - c) Completed [Bookkeeping Plan and Agreement](#) _____
 - d) Completed [Tier 1 S/E Project Tracking Agreement](#) (http://www.buzvr.org/pdf/tier1_agreement.pdf) _____
 - e) Completed [Business Readiness Check-List](#) (<http://www.buzgate.org/8.0/nh/checklist.html>) _____

CONSULTANT REVIEW / KNOWLEDGE INSTITUTE (KI) CONSULTANT

Per the information and documents submitted above, use the following form to evaluate and report the comprehensiveness and feasibility of the Tier 1 Business Proposal by checking off issues purposefully addressed and providing any additional comments. Once completed, return all documents received along with a copy of the completed form below to the VR Counselor specified above.

KI Consultant Name _____ Date Received _____
 (Please print)

(i). Description of the proposed self-employment/business

Does the business description provide a concise, objective perspective of the business proposal; e.g.:

- Specifies what product/service is being sold _____ Yes ___ No ___ N/A ___ AC
- Conveys how much it costs to make/provide _____ Yes ___ No ___ N/A ___ AC
- Identifies any equipment, supply needs _____ Yes ___ No ___ N/A ___ AC
- Identifies any facility needs _____ Yes ___ No ___ N/A ___ AC
- Satisfies any operational maintenance needs over time _____ Yes ___ No ___ N/A ___ AC
- Presents a pricing strategy; e.g., price, cost, profit margin _____ Yes ___ No ___ N/A ___ AC
- Introduces who will buy, why, where and how _____ Yes ___ No ___ N/A ___ AC

Additional Comments (AC): _____

SECTION COMPLETE: ___ YES ___ NO; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(ii). Reasons for wanting to establish an enterprise where there is a high risk of failure, rather than prepare for and/or find employment for a wage or salary

What experiences and circumstances led to choosing SE as a viable path for generating the desired income?

- Background supports that long term, full time employment is not an option Yes No N/A AC
- Evidence exists to support capacity to pursue self-employment as a viable option Yes No N/A AC
- Evidence exists to support that the type of self-employment venture being pursued is congruent with customer skills, experience, knowledge and/or physical and emotional capacity Yes No N/A AC
- Final score for 5 Steps, Step 1, Self-Assessment _____ Total Score

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(iii). A list of past training or work experience that qualifies the individual(s) to manage and operate the proposed enterprise

Why has this type of business been chosen as viable option for generating the desired income goals?

- Customers' educational background supports this type of self-employment venture Yes No N/A AC
- Customer possesses needed skills in specialized training and other related activities Yes No N/A AC
- Customers' work experience relates to the type of experience needed for this venture Yes No N/A AC
- Customer has demonstrated a special interest in this area through past activities Yes No N/A AC
- Overall customer skill set and interests fit with the self-employment venture Yes No N/A AC

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(iv). Evidence of the need for the proposed service or business in the community

Is there a viable market for the proposed product/service and why?

- Has the target customer been well-identified; who will buy and why they will buy? Yes No N/A AC
- Has the target market been well-defined; e.g., size, location, demand, etc.? Yes No N/A AC
- Is the competition productively addressed to justify a new supplier/service provider? Yes No N/A AC
- Is there a basis for why customers will buy from this venture versus the competition? Yes No N/A AC
- Has demand over time been productively addressed or justified? Yes No N/A AC

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(v). Demonstrate how merchandise price and charge for services are competitive and make a fair profit

Do the numbers support achieving the desired financial goals?

- The product/service fixed and variable costs are identified, complete and rational Yes No N/A AC
- The selling price appears realistic given the market forces identified Yes No N/A AC
- The selling price compares reasonably to the competition Yes No N/A AC
- The product/service is sufficiently differentiated from competitive offerings Yes No N/A AC
- The breakeven level appears rational Yes No N/A AC
- The projected profit supports the desired income goals Yes No N/A AC
- The pricing model appears sustainable over time Yes No N/A AC

Additional Comments (AC):

SECTION COMPLETE: YES NO; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(vi). Description of plans and arrangements for merchandising, marketing, business development, advertising and for getting the cooperation and interest of the community in the enterprise

Is there evidence to support that the customer or other authorized individual participating in the venture, can proactively engage customers in ways that support the desired revenue goals and income objectives over time?

- Product/service merchandising is productively addressed Yes No N/A AC
- A marketing strategy has been well-defined Yes No N/A AC
- Sufficient resources exist to develop and maintain a marketing outreach campaign Yes No N/A AC
- There is an advertising strategy; e.g., print, banner ads/links, social media, etc. Yes No N/A AC
- There is a publicity strategy; e.g., word or mouth, articles, interviews, contests, etc. Yes No N/A AC
- The selling process is well defined and rational relative to supporting the desired sales volumes; e.g., face-to-face, telephone, direct marketing, ecommerce, etc. Yes No N/A AC
- Selling activities appear sustainable over time given customer circumstances Yes No N/A AC

Additional Comments (AC):

SECTION COMPLETE: YES NO; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(vii). Description of arrangements to set up and maintain accounting records for the business

Is there evidence of a professional, reliable system in place to track, monitor revenues and costs and support income objectives?

- There is a system in place to track sales Yes No N/A AC
- A bookkeeper and bookkeeping system has been identified and secured Yes No N/A AC
- An accountant has been identified and secured to guide profitability over time Yes No N/A AC
- There is evidence that the business can afford and sustain these services over time Yes No N/A AC

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(viii). Estimated total amount of money needed to start the business and the proposed source for the funds, e.g., customer, NHVR (up to \$3,000)

How much money is being sought to launch this venture and what are the sources?

- A Uses and Sources of Funds analysis has been submitted __Yes __No __N/A __AC
- The Uses of Funds appear comprehensive given the proposed venture __Yes __No __N/A __AC
- The Sources of Funds meet the start-up needs __Yes __No __N/A __AC
- There is evidence that the business can afford and sustain these services over time __Yes __No __N/A __AC

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(ix). Financial estimate of first 12 months of operation including estimated expenses, income, profit, taxes, income after taxes, and other money income from sources other than business (i.e., Social Security, spouse's wages, retirement pensions, etc.)

Have financial projections been provided and do they appear complete and rational?

- Income and expense projections by month, for a total of 12 months of operation, have been provided (Ref. http://www.buzgate.org/8.0/excel/forecasting_wrksht.xls (Single product), http://www.buzgate.org/8.0/excel/forecasting_tier2.xls (Multiple products) __Yes __No __N/A __AC
- A breakeven analysis has been provided __Yes __No __N/A __AC
- There is a written explanation to justify the forecasts __Yes __No __N/A __AC
- Given the above information, the financial forecasts appear complete and rational __Yes __No __N/A __AC

Additional Comments (AC):

SECTION COMPLETE: Yes No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(x). Entrepreneurial Preparedness Training Documentation – Attach the following:

Have the following documents been provided and do they appear to have been completed purposefully?

- Completed exercises from *5 Steps to Successful Self-Employment* __Yes __No __N/A __AC
- Completed *Bookkeeping Plan and Agreement* __Yes __No __N/A __AC
- Completed *Tier 1 S/E Project Tracking Agreement* __Yes __No __N/A __AC
- Completed *Business Readiness Check-List* __Yes __No __N/A __AC

Additional Comments (AC):

SECTION COMPLETE: ___Yes ___No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

(i). Supporting Documents

Are there additional documents to support the Business Proposal and have they been provided?

- Customer resume and/or related certifications ___Yes ___No ___N/A ___AC
- Any applicable contracts, licenses, insurance, etc. ___Yes ___No ___N/A ___AC
- Evidence of other income sources ___Yes ___No ___N/A ___AC

Additional Comments (AC):

SECTION COMPLETE: ___Yes ___No; IF NO, SEE BELOW

ADDITIONAL TOPICS TO ADDRESS: _____

KI / BUSINESS CONSULTANT RECOMMENDATIONS

- APPROVE APPROVE PENDING ADDITIONAL REQUIREMENTS (See below)
- Propose Consult with VR Counselor Propose Consult with VR Customer and Any Applicable Support
- PROJECT DEEMED INFEASIBLE

Additional Requirements _____

KI Consultant _____ Date Completed _____
(Print Name)

Consultant Signature _____

VR REGIONAL LEADER REVIEW | RECOMMENDATIONS

- APPROVED APPROVED PENDING ADDITIONAL REQUIREMENTS (See below)
- Proposes Consult with VR Counselor Proposes Consult with VR Customer and Applicable Support Personnel
- PROJECT DEEMED INFEASIBLE

Additional Requirements _____

Additional Comments _____

VR Regional Leader _____ Date Completed _____
(Print Name)

Signature _____