



# Mock Community-Funded Project Scenario

MML Capital Conference

March 21, 2017

Project/Business Name: \_\_\_\_\_

Product/Service/Community Contribution Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Campaign Type (debt, equity, PSCP, traditional donation, pre-sale): \_\_\_\_\_

Platform: \_\_\_\_\_

Capital Raise Target: \$ \_\_\_\_\_

Team of Advisors: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



What strategies could the fundraising team deploy to help gather support? \_\_\_\_\_

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How can the community's economic development team help the project be successful?

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What barriers might exist in your community that could cause this project to not be successful? \_\_\_\_\_

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How could you overcome those barriers? \_\_\_\_\_

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LIST 3 things YOU will do to help activate community capital in your town:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_