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: 


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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. ______________________________________________________________________