1. Nonprofit
   1. 501(c)(3)
2. Need drawn logo
3. Need organization name
4. Need color palette
5. (Need flow chart structure of interactions between organization and VA/Gov.)
   1. Questions:
      1. How does the VA process work?
      2. Will a 3rd party be able to contract out claims from the VA?
6. Revenue
   1. How will we get funding?
      1. Donations
      2. Gov’t Grants
      3. Merch
7. Expenditures
   1. What elements of the organization will need funding?
      1. Doctors
      2. IT Maintenance
      3. Events
      4. Advertising
8. Business Model Canvas
9. Different Subsections of Business

<https://www.cdc.gov/nchs/data/nhsr/nhsr112.pdf>