



## Toolkit 1.0 – Onboarding + Funding Enablement

**Purpose:** Capture foundational details, organize vision, and structure funding strategy.

### Section 1: Vision & Identity

- **Project Name:** \_\_\_\_\_
- **Founder(s):** \_\_\_\_\_
- **Mission Statement:** \_\_\_\_\_

- **What problem are you solving?** \_\_\_\_\_

- **Target Audience (Demographics/Psychographics):** \_\_\_\_\_

- **Top 3 Goals for the Next 90 Days:** \_\_\_\_\_

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

### Section 2: Assets & Resources

- **Do you have a website? [ ] Yes [ ] No**

If yes, URL: \_\_\_\_\_

- **Do you have branding elements?**  Logo  Fonts  Colors  None
- **Socials (Check all that apply):**

Instagram @\_\_\_\_\_  TikTok @\_\_\_\_\_

X (Twitter) @\_\_\_\_\_  YouTube @\_\_\_\_\_

- **Team/Collaborators:**
- 
- 

### **Section 3: Budget & Funding Plan**

- **Estimated Startup Budget Needed:** \$\_\_\_\_\_
- **Capital in Hand:** \$\_\_\_\_\_
- **Are you seeking outside funding?**  Yes  No
- **Preferred Funding Route(s):**

Personal Capital

Friends & Family

GoFundMe / Crowdfunding

Grants

Investors / Pitch Deck

Business Credit / Loans

- **Grant or Loan Deadlines (if known):**
- 

- **Upload/Link Pitch Deck or Budget Spreadsheet (Optional):**
- 
-