**Urban Center of Influence Business Plan Checklist**

1. **Vision**: Give a short description of the dream of what you want to accomplish long-term.
2. **Mission**: Give a short description of the way that you will arrive at your dream.
3. **Objectives**: List 3 to 5 specific items that you intend to accomplish in five years.
4. **Business Overview**: Describe the business model to be used.
5. **Community Needs**: Describe the specific community needs or desires that will be meet by this UCI.
6. **Products and Services**: Describe the ways that the UCI intends to meet the above desires or needs.
7. **Targeted Market**: Describe those who will use and benefit from the UCI services and products.
8. **Market Analysis**: Describe the research you have done that makes this business plan viable.
9. **SWOT Analysis**: What are the strengths, weaknesses, opportunities, and threats that this UCI has or will face?
10. **Competitors SWOT Analysis**: What competition will the UCI have in this endeavor and what are their strengths, weaknesses, opportunities, and threats?
11. **Project Leader**: Who will lead the project and what are his or her qualifications?
12. **Business Manager**: Who will manage the business side of this endeavor and what are his or her qualifications?
13. **Management Structure**: How will the staffing and management be structured?
14. **Human Resources**: Describe the ways that staff and volunteers will be managed and cared for.
15. **Staffing**: List the paid staff positions and volunteer positions.
16. **Training**: Describe the training that will be given to staff and volunteers from a business perspective and also for starting new groups of believers.
17. **Unreached People Group**: Describe the unreached people group(s) that will be the focus of this endeavor.
18. **Mission Influence Concept**: Describe how the activities of this UCI translate to mission work. In other words, how will the physical bridge to the spiritual?
19. **Establishing Presence**: Describe how this UCI will become a recognized and positive part of the particular people group(s) you are focusing on?
20. **Friendships**: Describe how long-term relationships will be built and maintained. Be specific and intentional.
21. **Meeting Needs**: Describe what needs must be met before spiritual work can begin.
22. **Spiritually Interested Persons**: Describe your strategy for identifying spiritually interested people.
23. **Proclaiming the Gospel**: Describe your strategy for introducing people to the gospel.
24. **Decision-making Opportunities**: Describe your strategy for bringing people to make decisions for baptism.
25. **Discipleship**: Describe your strategy for post-baptism discipleship and involving people in ministry.
26. **Worship and Community**: Describe when and how you will begin worshipping groups.
27. **Strategies**: Describe how you will begin implementing this plan.
28. **Milestones**: List the performance milestones that will indicate that the UCI is on the path to success.
29. **Marketing**: Describe how the UCI will be promoted in the community.
30. **Customer Relations**: Describe the plans for maintaining positive relationships with those who will depend on the services of this UCI.
31. **Controls**: If this UCI will be purchasing and inventorying items, describe the controls to put in place to ensure that the business does not become over extended.
32. **Conflict Management**: Describe how conflicts between staff or with outside groups will be handled.
33. **Site Preparation**: What is required for this site to become operational?
34. **License**: What licenses will be required before operations can begin?
35. **Insurance**: What insurance policies will be required before operations can begin?
36. **Legal Advice**: What legal advice will be needed in order to begin operations?
37. **Funds**: Describe how funding will work.
38. **Assets**: What assets are available to this UCI?
39. **Liabilities**: What costs will this UCI incur both short-term and long-term?
40. **Capital Expense**: What capital expenses will be necessary to begin operations?
41. **Sales Forecast**: How soon will this UCI become profitable, financially speaking?
42. **Year Profit and Loss**: Describe the estimated profits and loses expected in the first 3 to 5 years.
43. **Accounting**: How will accounting be done and what auditing safeguards will be put in place?
44. **Payroll**: How will payroll be administered?
45. **Profit**: What are the plans for profits made by the UCI?