Name: \_\_\_\_\_

Date of Submission: \_\_\_\_\_

# FEASIBILITY STUDY Table of Contents

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# FEASIBILITY STUDY

This tool will prepare you for the business plan development. It will also help refine your business idea.

The format is designed to allow you to insert your answer to the following questions and print. Once you have completed this study, you can print a copy and take it to your next appointment with your Vocational Rehabilitation Specialist.

LET'S get started and begin with...

### SECTION I - MANAGEMENT SKILLS

What is your business idea?

What business/work experience do you have?

What managerial experience have you had?

Will this business be a Sole Proprietorship, Corporation, or Partnership?
How will the company's management be structured?
How will your family/friends/community support you with the establishment of the business?
If family or friends are involved in the operation of this business, how will you address conflicts that may arise?
Will you be working with professional consultants such as accountants, financial counselors, or small business development professionals?

## SECTION II - COMMITMENT/DESIRE/PERSISTENCE

What research have you conducted to determine if there are similar businesses	
currently operating?	

What steps have you taken to develop your idea?

What are your short-term business goal(s)?

What are your long-term business goal(s)?

How much investment capital is required?

How much of this investment will be contributed by you?

How much of the investment will be contributed by other investors?

What accommodations, if any, are needed for your disability?

What type of commitment do you feel is necessary to make this business a success?

How much time do you plan to spend each week working in the business?

# SECTION III - TECHNICAL SKILLS/WORK EXPERIENCE

What is your educational background?

What is your computer skill level?

Are you familiar with financial reports? Do you know how to analyze the data they contain?

Do you have any accounting background?

What type of technical skills will this business require?

What type of work/hobby experience do you have in this area?

What type of related skills do you have that could be used in this business?

# **SECTION IV - MARKET DEMAND**

What products/services will be offered?

Who are your customers?

How large of a geographical area will you serve?

What research or information have you gathered which demonstrates the demand for your services/products?

What are the trends in the industry? What does the future hold for this industry?

Who are your competitors?

How do your competitors price their goods or services? Can you support this assertion by providing sample pricing?

What makes your business unique from similar businesses in the market?

How will you determine the pricing of your goods or services? What is your pricing strategy?

What are you projecting your costs to be for the first year? For the first 3 years?

Where will the business be located?

Why is this location appropriate for your business?

How do you plan to promote the business?

How much of an investment do you plan to make in promoting your business?

Are there trade associations, clubs or expositions featuring your type of product or service that you can attend? Do you have a method for demonstrating your product or services at such events?

# SECTION V - PERSONAL CREDIT/FINANCIAL SOLVENCY

How is your personal credit?

Do you feel your disability has affected your personal credit?

Have you ever filed for bankruptcy? If yes, why?

Are you in default on any loans, including student loans?

What is your current personal financial situation (i.e., ability to pay bills, assets, etc.)?

How will revenues from your business impact SSA benefits, if you are currently receiving these benefits?

#### 



Name:

Date: \_\_\_\_\_

Feasibility Checklist for Individuals Interested in Starting a Small Business

Starting a new business can be a rewarding but also a difficult and risky experience. The following feasibility checklist is designed to help evaluate your general business and personal profile and to indicate where needed skills and training should be sought before proceeding. It is designed to help you screen out any ideas that may cause business failure. There is no right or wrong choice so please be honest with your answers.

	GENERAL CONSIDERATIONS	YES	NO	Comments
1.	Have you worked in a business similar to the			
	one you are planning to start?			
2.	Do you have any immediate family members			
	who own or have owned a business?			
3.	Do you have any specialized skills/training or			
	experience in the type of business being			
	proposed?			
4.	Have you taken any courses or seminars on			
	starting and managing a small business?			
5.	Have family and friends told you that self-			
	employment would be a good fit for you?			
6.	*Are family and close friends ready to			
	support your new business venture?			
7.	*Do you understand that owning a business			
	may involve working 12-16 hours a day,			
	possibly 6 days a week and holidays?			
8.	Are you prepared to lower your standard of			
	living for several months or even a few			
	years?			
9.	Do you realize your business may not show a			
	profit for one to three years and you may not			
	be able to take a salary for yourself during			
10	that time frame?			
10.	*Are you prepared to possibly lose your			
11.	investment or your savings? *Is there a market need for your type of			
11.	business in your area?			
12	Do you feel you have something new and			
12	different to offer your customers?			
13	Do you know your target market or who will			
13	use your products/services?			
14.	Do you understand marketing trends			
14.	involving your business?			
	Involving your pusitiess!			

15.	Do you know where to find demographic			
	data about your customers, i.e., average			
	family size, age distribution and per capita			
	income?	VEC	NO	Commonte
	ENERAL CONSIDERATIONS (continued)	YES	NO	Comments
16.	Are you aware of the already established competition for your product or service?			
17.	*Do you feel you have something that will			
17.	differentiate yourself from your competitors?			
18.	If so, are you familiar with factors concerning			
	your competitors' location, price structure,			
	product lines, source of supply, promotional			
	activities and image from a consumer's			
	viewpoint?			
19.	Have any businesses of your type recently			
	downsized or gone out of business?			
20.	Do you know why they downsized or closed?			
	PERSONAL ASSESSMENT	YES	NO	Comments
21.	*Do you like to make your own decisions?			
22.	Do others turn to you for help in making decisions?			
23.	Do you enjoy competition?			
24.	Do you plan ahead and get things done on time?			
25.	Do you know which skills and areas of			
	expertise are critical to the success of your			
	project?			
26.	Do you have these skill sets?			
27.	Are you familiar using a computer or other			
	technology for the business?			
28.	*Can you take advice from others?			
29.	Are you adaptable to changing conditions?			
30.	*Do you have the physical ability and stamina			
	to handle the business?			
31.	*Do you have any legal proceeding,			
	financially or criminally that could adversely			
22	impact the success of the business?			
32	Can you be bonded or insured?			
33	*Do you have the ability to obtain credit?			

34.	Are you knowledgeable as to what is your		
	credit rating?		

	PERSONAL ASSESSMENT (cont.)	YES	NO	Comments
35.	If not, do you know how to obtain your credit			
	rating and FICO score?			
36.	Could you start your business without an			
	outside loan or grant?			
37.	*Do you have any cash reserves for business			
	expenses should you need it once you are in			
	operation?			
38.	*Are you prepared to possibly earn less than			
	you are currently in the next 1-3 years?			
39.	Have you previously owned your own			
	product/service business?			
40.	*Did you close or sell your business			
	voluntarily?			
	PROJECT DESCRIPTION	YES	NO	Comments
41.	*Do you know what a business plan is and			
	the importance of having one?			
42.	Do you have a business plan already written			
	for your business?			
43.	If not, do you know the components of a			
	business plan or where you can secure them?			
44.	Do you know where to get free training and			
	counseling in writing or reviewing your			
	business plan and other aspects of your			
	business?			
45.	Are you aware what legal form of ownership			
	is best for your business, (sole proprietorship,			
	partnership, or a corporation type)?			
46.	Do you know if your business requires special			
47	licensing or permits and how to obtain them?			
47.	Can you make an itemized inventory list of			
48.	operating supplies needed?			
48.	Have you identified suppliers and do you know delivery schedules, credit terms and			
	sales of each supplier?			
49.	Do you know how to compute the start-up			
<sup>-</sup> .	costs of your venture?			
50.	Do you know business			
50.	accounting/bookkeeping and plan to do this			
	task yourself or with the help of family			
	members?			
51.	Will you be able to put together and			

interpret a 1-3 years Income Statement, Cash		
Flow and Balance Sheet?		

	PROJECT DESCRIPTION (cont.)	YES	NO	Comments
52.	If you are unsure of financial matters, will you be hiring a CPA (Accountant) while in business?			
53.	Do you know your necessary expenses for overhead, insurance, utilities, advertising, salaries, etc.?			
54.	Do you know how much selling expenses will be?			
55.	Are you aware of the major risks associated with your product/service?			
56.	Are there major questions remaining about your proposed venture?			
57.	Do these questions arise because of a lack of business data?			
58.	Do these questions arise because of a lack of management skills?			
59.	Are you planning to hire outside services for those areas you lack experience in?			
60.	Are you aware there is less than a 50-50 chance that you will be in business 2 years from now?			

# 



Client Name:	Counselor:	Counselor:					
	Date Review						
BUSINESS PLAN CHECKLIST							
The Counselor should review the rehabilitation aspects of the Business Plan using this form to							
ensure that the Business Plan is acceptable from the rehabilitation perspective. If acceptable,							
the counselor then sends this completed for				in to t	ne Chief of		
Entrepreneurship or designee for final review and approval.Overall Content and StyleYESNOREMARKS/							
Overall Content and Style	120		NO		CONTENT		
1. Language is fluent and commonplace.				]			
2. Industry jargon is explained							
adequately.							
3. Plan avoids repetition and includes				]			
only repetition and includes only							
information relevant to the target audience.							
4. Plan targets the reader.				1			
5. The plan is in an active voice.				1			
6. Uses word like "will" instead of "may"				1			
Business Description Checklist		ED	NEE	DED	REMARKS/		
					CONTENT		
1. List of owners							
2. Personal Financing guarantees							
3. Current Industry trends				]			
4. Supply of and demand for product and				]			
service				-			
5. Potential owner's background				]			
information (including management/							
industry experience) 6. Business advisor's information				1			
Target Market/ Marketing Checklist		FD	NEEI	) FD	REMARKS/		
raiget market marketing oncokist	INCLUD				CONTENT		
1. Business owner's customer philosophy							
2. Business' image described				]			
3. Market's unsatisfied need for product				]			
or service			_	_			
4. Geographic description of the market				<u> </u>			
5. History and projected trends (e.g. growth)				]			
6. Demographics of potential customers				1			
7. Rationale for business' location				1			
8. Competitor's weaknesses and				1			
strengths				L			
<ol> <li>Compares proposed business' product/ service with competitor/s</li> </ol>				J			
10. Methods for gaining market share				1			
				1	I		

11.	Message communicated to potential customers about the product or service.			
12	Discusses all promotional activities			
	Rationale for selecting proposed advertising media, including estimated cost and effectiveness			
14.	Methods for assessing customer satisfaction			
	Operations Plan Checklist	INCLUDED	NEEDED	REMARKS/ CONTENT
1.	Materials description and supplier relationships			
2.	Business location and reason for its selection			
3.	Operation costs			
4.	Addresses need for and includes if appropriate necessary licenses,			
5.	permits and zoning, insurance, tax ID, and ownership forms			
6.	Capital equipment list, description, and costs			
7.	Describes production methods including labor projections, safety precautions and environmental safeguards			
8.	Describes the management format and organizational structure			
9.	Describes staffing requirements, staff qualifications, and wage rates			
10.	Lists any services, such as bookkeeping or cleaning, that will be outsourced			
	Financial Plan Checklist	YES	NO	REMARKS/ CONTENT
1.	Projected Income Statement for 2-3 years			
2.	Projected Balance Sheet for 2-3 years			
3.	Projected Cash-Flow Statement for 2- 3 years			
4.	Break-even analysis			
5.	Personal Financial Statements			
6.	•			
7.	Need for and Sources of Cash Statement			
8.	Equipment List			
	Break-Even Analysis Checklist	YES	NO	REMARKS/ CONTENT
1.	Does the market and customer			

research inspire confidence that customers who will buy the product			
exist?			
2. Does the research inspire confidence			
that customers will pay the product's			
price?			
3. Is the product's price justified?			
4. Does the production schedule and			
marketing plan support the product's			
price? 5. Does the description of current and			
future employees appear adequate to			
meet current and projected production			
goals?			
6. Does the description of current and			
future employees appear to support the			
product's price?			
7. Are supporting documents included?			
General Considerations	ACCEPTABLE	NEEDS REVISION	REMARKS/
1. Rusinger mosts the definition of a new			COMMENTS
1. Business meets the definition of a new self-employment venture.			
2. An assessment of the individual's skills,			
interests, interpersonal skills, training,			
work experience, and vocational			
aptitude show that the individual has a			
required training, skills and experience			
relative to the profession and business			
management/ operation.			
3. Individual will be personally involved in			
the management and daily operations of the enterprise.			
4. The business will be designed to be			
the major source of income for the			
individual and will meet competitive			
employment standards.			
5. Individual's functional abilities are			
compatible with the specific job			
functions. If not, there are specific			
plans for accommodations.			
<ol> <li>Individual currently has a support system including necessary</li> </ol>			
transportation, child care, attendant			
care, stable living situation, etc.			
7. The current financial and legal status of			
the individual allows him/her to pursue			
this venture. (i.e. bankruptcy, criminal			
record) If there are financial or legal			
issues, they must be resolved of have			
a plan for resolution in place.	1		

8. Counselor has reviewed the Self- Employment Process with the individual and the individual understands the role of VR.		
<ol> <li>Based on all acceptable responses, the individual supports the decision of the individual in this self-employment venture and will refer the individual's Business Plan, with appropriate documentation for plan review, recommendations and approval by the Chief of Entrepreneurship or designee.</li> <li>SUMMARY OF RECOMMENDED REVISION</li> </ol>	DNS AND FEASI	HE BUSINESS PLAN
VR Specialist's Signature	Date	
VR Specialist		

# Monthly Personal And Living Expenses

	Month 1 Amount	Month 2 Amount	Month 3 Amount
Dwelling:			
Rent Payment			
House Payment			
Property Tax			
House Repair			
Miscellaneous Expenses (lawn			
mowing, cleaning, snow shoveling)			
Homeowner's Association Dues			
Insurance			
Furniture/Appliance Payments			
Transportation			
Car Payment(s)			
Other Vehicle Payment(s)			
Vehicle Upkeep/Repair			
Fuel			
Insurance			
License(s)			
Public Transportation			
Utilities			
Telephone			
Gas			
Electricity			
Water			
Trash			
Personal			
Groceries			
Dining Out			
Entertainment			
Tobacco Products			
Medical/Dental/Vision Insurance			
Clothing			
Laundry/Dry Cleaning			

Medical/Dental/Vision/Hospital Exp			
Prescriptions			
Education			
Credit Card Payments			
Loan Payments			
Pets			
Dues & Subscriptions			
Gifts			
Donations			
Travel			
Cable TV			
Personal			
Hobbies/Crafts			
Music			
Personal Assistant			
Assistive technology purchase,			
payments & maintenance			
Internet Access			
Other:			
Monthly Total	\$0.00	\$0.00	\$0.00

# Average Expenses per Month (Monthly Totals ÷ 3months)

\$0.00

# Sources of Income:

Source	mount per Month
Total	\$0.00

NAM	NAME DATE						
ENTREPRENEUR'S INVENTORY							
This i	nventory helps determine your potential for success as an ent	reprer	neur.				
A	Life Experience Index: Circle the number that matches your TRUE						
1	response. I have a close relative who is, or was, in business for him/her	celf		1		2	
2	I have friends who own and operate a business.	SCII.	-	<u> </u>		2	
3	I have worked in a small business where I had close contact	with		<u> </u>		2	
5	the owner.	VICII	-	L		2	
4	I have owned or been a part-owner in a previous venture.		-	1		2	
5	I have worked in a small division of a large business where I	nad	-	1		2	
	close contact with the division chief.						
6	As a child, I was involved in money-making projects such as		-	1		2	
	lemonade stands, paper routes, babysitting, etc.						
7	I have lived in three or more cities in my life.		-	1		2	
8	I have been fired or quit because of disagreements with my	ooss.	-	1		2	
9	I have work experience in a variety of areas.		-	1		2	
10	I have had bosses reject my "better mousetrap" ideas.		-	1		2	
11	I am between 30 and 40 years of age.		-	1		2	
12	My spouse or family supports my work.		-	1		2	
13	My subordinates respect me and work hard for me, even if t	hey	-	1		2	
	do not like me.						
14	I find it easy to get along with people.	-	1		2		
15	When a problem arises, I usually figure out a way to solve it. 1						
16	I like to do things rather than plan things.		-	1		2	
17	What happens to me is what I make happen, not the result o	f	-	1		2	
	luck or fate.						
В	Personality Index: Circle the number on the scale of 1-5	Stro	ongly				
	that corresponds to your reaction to each statement.		ongly				
		Disc	igree		Ag	ree	
	Compared to others	1	2	3	4	5	
1	I have a high level of energy and drive.	1	2	3	4	5	
2	I am self-confident.	1	2	3	4	5	
3	I usually do not get uptight in ambiguous or uncertain	1	2	3	4	5	
	situations.						
4	I set long-term goals and stick to them.	1	2 3 4 5				
5	I set realistic but ambitious goals for myself.	1 2 3 4 5					
6	I like to set my own standards for performance when I	1	2	3	4	5	
	undertake a task.						
7	I like to get feedback on my performance.	1	2	3	4	5	
8	I do not believe in perfect solutions, only in the best	1	2	3	4	5	
	solution						
	for the situation.	<u> </u>					
9	I get as much information as possible before making a	1	2	3	4	5	

	decision.					
10	I prefer games of skill over games of chance.	1	2	3	4	5
11	I do not get overly anxious about the consequences of my decisions.	1	2	3	4	5
12	I view failure as a learning experience and am not too discouraged by it.	1	2	3	4	5
13	I like solving challenging problems.	1	2	3	4	5
14	Routine and repetitive tasks bore me.	1	2	3	4	5
15	I ask for help if I need it to accomplish my goals.	1	2	3	4	5
16	My success depends on my performance.	1	2	3	4	5
17	I enjoy situations that require my initiative and depend on me	1	2	3	4	5
	for their success or failure.					
18	I am self-reliant.	1	2	3	4	5
19	l am a self-starter.	1	2	3	4	5
20	I feel money is more important as a measure of my success					
	than for what it can buy.					
С	Motivation/Accommodation Index: Circle the number on	Stro	ngly			
	the scale of 1-5 that corresponds to your reaction to each		ngly			
	statement.		igree		Ag	ree
	Compared to others	1	2	3	4	5
1	I am willing to make work my first priority, ahead of my	1	2	3	4	5
	family and friends.					
2	I am willing to invest (and possibly lose) my life savings.	1	2	3	4	5
3	I am willing to change my standard of living to accommodate		2	3	4	5
	the financial needs of my business.					
4	I see building and running a business as an all-consuming	1	2	3	4	5
	way					
	of life.					
5	I like finding creative ways to do things.	1	2	3	4	5
6	I do not like to just do things better, I like to find new ways	1	2	3	4	5
	to					
	do things.					
7	I like working as a team with other people.	1	2	3	4	5
8	I feel comfortable being the boss.	1	2	3	4	5
9		1	2	3	4	5
4.6	I like to profit from the work of my employees.	-				
10	I like to profit from the work of my employees. I have a firm sense of business ethics.	1	2	3	4	5
10 11				3 3	4	5 5
	I have a firm sense of business ethics.	1	2		-	
	I have a firm sense of business ethics. I value honesty, dependability, and reliability over making a	1	2 2		4	
11	I have a firm sense of business ethics. I value honesty, dependability, and reliability over making a quick buck at the customer's expense.	1	2 2		4	5

1		nt are the times are for starting your business? How our rate the current economic climate?			2	3	4	5
2	How mu	ch do you know about the you want to start?	f 1	2	3	4	5	
3	How wel profitabi	l do you know your goals lity	for the size and	1	2	3	4	5
	,	ousiness in years 1-5?						
4	How sure service?	e are you that a market e	xists for your product or	1	2	3	4	5
5	How wel	l do you know your comp rs	etition and why	1	2	3	4	5
	will choo	se you over them?						
6		l can you identify your tai	rget market?	1	2	3	4	5
7		wledgeable are you abou	t the buying habits of you	r 1	2	3	4	5
8		ar are you about the amo start and operate your bu		1	2	3	4	5
9	How clea	ar are you about the amou make from the business to	unt of money you will	1	2	3	4	5
10	How cer	tain are you of the amount of estimated start-up 1 2 3 you can raise from your savings and other assets?					4	5
11	How clea	-	he amount of money you	1	2	3	4	5
12	How sure adequate	e are you that the business can give you an 1 2 3 4 5 e						
13	return on your investment of time and money?Image: Constraint of time and money?If you could make twice as much money working for12345someoneImage: Constraint of time and money working for12345else as running your own business, how certain are you thatImage: Constraint of time and money working forImage: Constraint of time and money working forImage: Constraint of time and money working forImage: Constraint of time and money working forelse as running your own business, how certain are you thatImage: Constraint of time and money working forImage: Constraint of time and money working foryou would start the business?Image: Constraint of time and money working forImage: Constraint of time and money working forImage: Constraint of time and money working for							
14	How wo	uld you evaluate your cre	dit rating and financial	1	2	3	4	5
	reputatio	on in your community?						
		9	SCORING KEY					
A. Lif	-	ice: Count the number of	"true" answers (1's) you g	gave an	d find	your	scor	е
	TRUEs	SCORE FOR SECTION A	# TRUEs	SCO	RE FO	R SEC	TION	IA
	13-17	5	4-6			2		
	10-12	4	0-3			1		
	7-9	3	# TRUE:	SCORE	:			
B	,C & D	•	on, and Readiness: Add th their average to determin					
	В	Personality: Total score	-	verage		,		
	C     Motivation: Total score + 11 =average score							
	D	Readiness: Total score		verage				
				5				

### ENTREPRENEUR'S INVENTORY

	ENTREPRENEURIAL PROFILE						
5							
4							
3							
2							
1							
	A	В	C	D			
	Experience	Personality	Motivation	Readiness			

### GOVERNMENT OF THE DISTRICT OF COLUMBIA DEPARTMENT ON DISABILITY SERVICES



Name:		DOB:					
Counselor:		Date:					
SELF-EMPLOYMENT REVIEW AND APPROVAL FORM							
Self-Employment Goal:							
Business Plan Submitted?			🗆 YES				
Initial cost estimate neede	d to operate b	ousiness: \$					
Business Funding Source:							
Individual Contribution:\$		Loan: \$					
Non-monetary Equity:							
DCRSA Contribution: VR Se	ervices and/or	Goods					
SERVICES/ GOODS	ESTIMAT	ED CO\$T	PROV	/IDER			
Reviewed by:		Date:					
V/D Specialist							
VR Specialist		Data					
Recommended for Approva		Date:					
Supervisory VR Specialist							
□ Approved □		Date:					
Disapproved							
DDS RSA Deputy Director							
Remarks:							

### GOVERNMENT OF THE DISTRICT OF COLUMBIA DEPARTMENT ON DISABILITY SERVICES



### Government of the District of Columbia



Name:	SSN (Last 4):
Counselor:	Date:
Business:	Name of Business:
Location:	
Reporting Month:	

Month 1 Month 2 Month 3 Others: \_\_\_\_\_

REPORT OF BUSINESS I	NCOME AND EXPENSES
A. Income:	\$
(Breakdown sources of income)	
SUBTOTAL/ GROSS	\$
B. Expenses:	
(List expense items)	
SUBTOTAL	
NET INCOME: A – B	\$
I certify that the income and expenses reported	herein are true, correct and have been verified.
Signature:	Date: