- Mission, Vision and Core Values--- What is your purpose for being?

- Products and Services
  - What is a time dollar?

- Target Market: Who is your Customer?
  - What is the profile of your membership?
  - Membership Development plan
  - Recruitment/ Engagement and Retention of members

- Marketing/ Sales Plan
  - How will you reach your customers/ prospective members?
  - What are your relationships in the community? (Non-profits; businesses; “connected” members)

- Management and Staffing
  - Who will staff or manage your Exchange Program, including the day to day operations?
  - Role of the Coordinator/ Facilitator, Kitchen Cabinet/ Advisory Board and Members

- Insurance and Legal
  - What insurance and legal issues are important for your start-up and operations of your Exchange?

- Financial Projections
  - What are your start-up costs?
  - First year projected budget?

- Fundraising and Sustainability
  - How will you fund the start-up of your Exchange Program?
  - What will be your main funding stream?
  - Is your budget diversified--- grants, individuals, contracts, products, inkind, other

- Technology
  - What technology is important for your Exchange Program? What is available?
  - What software is needed and how do you access it?

- Evaluation
  - How will you measure the success of your Exchange Program?
  - Goals for first year?

- Strategic Planning: Short and Long-term Planning
  - What do you hope to accomplish over the next 6-months?
  - What are you long-term goals? 2 years out? 5 years out?