Covid-19 Crisis Survival Plan for Business Owners
Near Term Plan (5-6 weeks)

It is more important than ever to keep your funding partners in the loop on the impacts of the current health/economic crisis on your business, and to engage them in solutions if possible. Following are tips and templated statements to let them know how you're managing and where they can help.

Start with Brief Narrative
Are you still in operation? At what level? How have your sales/marketing been impacted? Are you needing to pivot, if so how? Can you collect receivables and defer payables as well as loans? Are there expenses you can eliminate? Do you have immediate cash needs, loan modifications? Does the timing of the crisis have a positive/negative/neutral impact on your business ?

Immediate impact of COVID-19 Crisis:
- My business is/is not considered essential.
- Markets we serve: % of revenue institutional/retail/online etc.
- Right now we have sufficient cash to last for XX weeks/months…we have line of liquidity that can extend that by XX weeks/months
- Year-on-Year monthly sales have changed by….
- Supply chain

Here are the actions we have taken:
- E.g. Defer loan/insurance payments for XX days.
- E.g. Defer rent and utility payments for XX days.
- E.g. layoffs, furloughed employees #, # still employed
- E.g. Changes to production
- E.g. Expense management plan
- E.g. How we are addressing CDC guidelines for workplace/employees
- How are we supporting employees…

Here are the actions we plan on taking:
This can be additional immediate actions and or tied to milestones depending on how long the crisis lasts.

Communication plan with investors, lenders, distributors etc.
- E.g. send bi-weekly update to investors and lenders
- E.g. weekly communication with distributors…

Federal Stimulus Package
- *What are you/can you taking advantage of and how will this help? E.g. PPP loan*

End with encouraging funding partners to call/e-mail with questions/suggestions/other ideas for surviving the crisis. And thank them for their support!