



QUESTIONS ABOUT THE BUSINESS

1. What do you sell or service do you offer?
2. Who do you sell it to?
3. Who are your competitors?
4. What is your value proposition?
5. How will you get customers?
6. How will you close the deal or fulfill the sale?
7. What is the plan to implement owner assets and goals?
8. What is the plan to implement the following:
 - a. Employees and contractors?
 - b. Space, vehicles, and equipment?
 - c. Sales, revenues, expenses, and profit?
9. Source and Use of Funds?
 - a. Start Up Expenses
 - b. Not Paid For
 - c. Operational Funds
 - d. Contingency Funds
 - e. Source of Funds
10. Financial Strength (Balance Sheet)?
 - a. Assets
 - b. OK for Collateral
 - c. Liabilities
 - d. Net Worth
 - e. Funds vs. Funding

