



Grow Utah Ventures Questionnaire Help Sheet



Location:

1. Where is the company located?

Where does the company conduct the majority of its business?

Management:

1. Does the management team have applicable industry experience?

What is the management team's industrial experience in the areas of management, marketing/sales, finance, and technology?

2. What are the management team's values?

What are the personal values and business philosophies of the management team?

Business:

1. What is the overhead?

Overhead includes all costs after removing the labor and direct operating costs associated with manufacturing (cost of goods sold), marketing and sales (cost of sales), and product development. The company's overhead should include its facilities operation and maintenance, office expenses, entertainment, and general operations (finance, human resources, information technology, research, etc).

2. Are there monthly sales revenues?

From what source, and how much are the monthly sales revenues?

3. What are the product margins?

What are the current margins on each product for the cost of goods sold, cost of sales, and profit?

4. Is there a likely 10X return for investors?

Based on the size of Grow Utah Ventures investment, will the company valuation increase 10 times in the next few years?

5. Is there a likely exit strategy, who?

Do you intend to sell the company, have an IPO, or continue to run the company for as long as you can? If you intend to sell or be bought out, who are you targeting?

6. How will the money be invested?

What percent of the money will be used for sales and marketing, product development, manufacturing, overhead, debt, etc?

7. What is the valuation of the company?

What is the company worth as it stands **today?**

8. Will other rounds of funding be required?

Do you intend to seek additional funds if you receive money from Grow Utah Ventures? From whom and in what amounts?

9. What would our percentage of ownership be?

Based upon the valuation of the company and the amount you desire to raise, what will be the percentage of ownership of Grow Utah Ventures?

10. Who are the other investors?

Who else has ownership of the business and what percentage do they currently hold?

Marketing:

1. Is there a large potential market for the product?

What is the size of the market that this product will be sold into? What percent of the market will your company have to capture to meet its objectives in five years?

2. Is the company part of a high growth trend?

How fast is the market your company is targeting growing per year?

3. Will products be sold nationally and potentially globally?

Is there a strategy to offer your product(s) throughout the entire country and possibly the world, what is the time horizon?

4. Are you first to market?

Are you the first company to take a unique, non-existent product to the public? What distinguishes your product(s) from one that is similar and already in the market?

5. Are there competitors? Who?

Who has a similar product and where do they focus, how is your product different and what is your focus?

6. Are there existing channels to customers?

Existing channel is to be defined as an acceptable channel within the market segment being addressed and consciously developed by the company's marketing team.

7. Is there a compelling reason for customers to buy?

Does this product simplify the consumer's life and is there a significant socio-economic issue which motivates them to buy?

8. Is the product value added, not a commodity?

Does the product have value added through research, development, marketing, and sales by invention, discovery and/or know-how, or is it mass-produced and unspecialized?

Technology:

1. Is this a technology company?

A technology company is one where its products and services have a technical basis requiring technical know how, discovery, development and support in a value added environment. What makes your company a technology company?

2. Is there a disruptive technology?

A disruptive technology is one which displaces past solutions because of its obvious cost/value contribution to problems that here-to-fore were solved in a high demand environment with less optimal solutions. It is also a technology that is very difficult if not impossible to circumvent to achieve the same cost/level entry point.

3. Is the technology sound?

Is the technology based upon sound scientific principles and has been developed to the point that there are no fundamental technical issues unresolved?

4. Is there any intellectual property?

Copyrights, Patents, proprietary formulations, processes, methods, etc

5. How mature is the technology and product?

Is the product still in the research and development stage, product development stage, ready to go to market or fully market tested?

6. How long would it take a skilled team to duplicate the product?

7. Will there be manufacturing and inventory?

Will the company produce the product or is it outsourced and will the company carry inventory, how much?

8. Are there technical risks to get to market?

Are there issues that would make it difficult to take the product to market and develop over time?