

Endeavor Capital Group Pre Qualification Questionnaire

Company Name

Company Web Site

Telephone Number Company E-mail Address

Company Street Address 1

Company Street Address 2

City State Zip Code

Date Founded Type of Legal Entity

Is this a successor company? Name(s) of previous company

Ownership

Name of Stake Holder Percent of ownership interest

Name of Stake Holder Percent of ownership interest

Name of Stake Holder Percent of ownership interest

Name of Stake Holder Percent of ownership interest

Name of Stake Holder Percent of ownership interest

Management Team

Name Position

Name Position

Name Position

Name Position

Company Profile

Number of Employees

Referred By

Previous Investor

Amount Invested

Previous Investor

Amount Invested

Previous Investor

Amount Invested

Previous Investor

Amount Invested

Previous Investor

Amount Invested

Previous Investor

Amount Invested

Professional Advisors

Lawyer

Telephone #

Accountant

Telephone #

Questions

For additional explanation on the following questions see table of explanations at end of document

One Line Pitch
150 Characters

Business
Summary
450 Characters

Management
Team
Qualifications
450 Characters

Market
Definition
450 Characters

Define Market
Need
225 Characters

Solution to
Market Need
450 Characters

List Potential
Customers
225 Characters

Business Model
225 Characters

Competitive
Landscape &
Competitors
450 Characters

Intellectual
Property
450 Characters

Competitive
Advantage
225 Characters

Barriers to Entry
225 Characters

Sales/Marketing
Strategy
450 Characters

Company Stage

Previous Capital Invested

Monthly Burn Rate

Pre-Money Valuation

Amount of Capital Investment You Are Seeking

Financial Projections

2010 Revenue

2010 Expenditures

2010 Net

2011 Revenue

2011 Expenditures

2011 Net

2012 Revenue

2012 Expenditures

2012 Net

When all fields are complete, please save this form and send it via e-mail attachment to:

busdev@endeavorcap.net

Explanation of Questions

One Line Pitch: Your goal is to summarize your company as succinctly as possible, giving investors a reason to click to find out more.

Business Summary. Tell us about the business you are building. Use this to summarize your whole plan. Don't include specific financial information here, or repeat what's said in any other field.

Management team qualifications: It is important that your management team has a proven track record in leadership and performance. Give specifics. Experience in the target business segment is key.

Market Definition. Define your SPECIFIC market. "Males between the ages of 18-30" is not specific enough and shows a lack of analysis. Include market size data, growth rate, customer segmentation, and market structure where applicable.

Define market need: Investors fund pain killers, not vitamin pills. What critical customer need does your company address?

Solution to market need: How does your product solve the customer pain?

List your customers. List several current or potential customers for your solutions.

Sales and marketing strategy. How are you going to acquire and maintain customers? Direct sales? Sales representatives or distributors? What is your distribution model? How will customers find you?

Describe your business model. How do you plan to make money? Are you selling products or services? Are you giving away razors in order to sell razor blades? If you are an Internet property, how will you monetize those who visit your site?

Competitive landscape and competitors. Every product has competitors. What products are your customers now using as pain killers? Who is providing these products to your potential customers? Are these competitors small companies or large public companies?

Competitive advantage and barriers to entry. Do you have patents or other proprietary technology? How will you keep your competitors from quickly copying your products and selling them to your customers? Describe the difficulties your competitors will have in duplicating your solutions.