

More Than a Boot Camp Business Profile

Business Name: _____

Date: _____

Address: _____

City: _____

Zip code: _____

Phone No: (____) ____-____

Cell No: (____) ____-____

Email address: _____

Web site URL: _____

How is your business organized?

- Sole Proprietorship
- Partnership
 - General
 - Limited
- Limited Liability Company
- Sub Chapter S Corporation
- C Corporation
- Agricultural Cooperative

Which of the following most accurately characterizes your business? (check one):

- ____ Early consistent operations; not sure of growth potential
- ____ Early modest growth expected
- ____ Early modest growth documented
- ____ Rapid growth expected
- ____ Rapid growth documented
- ____ Other (please explain)

Date business started ____/____/____ (mm/dd/yr)

My company is involved in the following activities (check all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Retailing |
| <input type="checkbox"/> Processing | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Wholesaling | <input type="checkbox"/> Services |
| <input type="checkbox"/> Brokering | <input type="checkbox"/> Other (please list): |

Briefly describe your business by responding to the following : (use as much space as necessary, but be specific and to the point with your responses)

1. How does your company make money? (Detail the revenue generating process)
2. What is the application? What is the "pain" in the market and how do you propose to eliminate it?
 - a. Is there a clear business problem that the product solves?
 - b. How much money did your clients spend doing the process the old way?

- c. How many dollars do you save them doing it the new way?
- 3. What is your competitive differentiation?
 - a. What is the extent of the differentiation of your product or service?
 - b. How many competitors are there in the same operational space?
- 4. What are your barriers to entry?
 - a. Does your product have sufficient barriers to entry? If so, what are they?
 - b. Do you have a sufficient lead in the development time of your product? (You should have a real competitive barrier in the form of many years of effort, software, technology, etc. You should have developed a competitive lead in your area of expertise)
- 5. Describe your unique market opportunities:
 - a. What are the characteristics of your target market(s)? Who are your customers (provide demographic and psychographic descriptors)? Characterize their ability to pay.
 - b. How large is your market?
 - c. How will you penetrate this market?
 - d. What proportion of the market will you realistically capture (provide a timeline of when this will be accomplished)?
 - e. List some of the customers that you have intimate knowledge of and that have used your product.
- 6. Do you have a prototype of your product or at least drawings that will provide sufficient detailed information so that specialists can make a judgment about feasibility?
- 7. Indicate the availability of each of the following items for your business (check responses):

	Completed	Not available	In progress/uncertain
Written business plan			
Feasibility study			
Operations plan			
Marketing plan			

- 8. Financial statements reflect all the assumptions and information available to the business owner so they will be the focal point for much of the discussions during the Boot Camp. **Please prepare a complete set of financial statements for 2008 if available and bring several copies to the workshop...if you have your accounting information on the laptop you will be bringing, we can generate necessary statements during the workshop.** (Please coordinate this task with Greg).

- a. List the financial statements that are available and current.
 - b. Describe how your business currently is financed. List current debt and equity sources of funds.
 - c. Describe any thoughts or strategies you have about obtaining funding for the following:
 1. Your immediate needs (within the next 6 months):
 2. Your short term needs (6 months to 3 years)
 3. Your long term needs (more than 3 years out)
9. List the banks and other capital sources you have approached and describe the outcome of each inquiry:
10. List members of your management team and describe how they bring value to your business venture. What do you think could be done to strengthen your team?
11. Describe your current facilities and any projected needs.
12. Describe the items you think are required to get your business to the next level of performance.

Person completing this profile (please print name, email address and phone number):

Email completed form to:
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