

| 2009 Business Plan Competition |

The following are the essential questions to address in an investment plan.

1) WHAT IS YOUR VISION?

- What is your big vision?
- What problem are you solving and for whom?
- Where do you want to be in the future?

2) WHAT IS YOUR MARKET OPPORTUNITY AND HOW BIG IS IT?

- How big is the market opportunity you are pursuing and how fast is it growing?
- How established (or nascent) is the market?
- Do you have a credible claim on being one of the top two or three players in the market?

3) DESCRIBE YOUR PRODUCT/SERVICE

- What is your product/service?
- How does it solve your customer's problem?
- What is unique about your product/service?

4) WHO IS YOUR CUSTOMER?

- Who are your existing customers?
- Who is your target customer?
- What defines an "ideal" customer prospect?
- Who actually writes you the check?
- Use specific customer examples where possible.

5) WHAT IS YOUR VALUE PROPOSITION?

- What is your value proposition to the customer?
- What kind of ROI can your customer expect by using buying your product/service?
- What pain are you eliminating?

- Are you selling vitamins, aspirin or antibiotics? (I.e. a luxury, a nice-to-have, or a need-to-have)

6) HOW ARE YOU SELLING?

- What does the sales process look like and how long is the sales cycle?
- How will you reach the target customer? What does it cost to "acquire" a customer?
- What is your sales, marketing and distribution strategy?
- What is the current sales pipeline?

7) HOW DO YOU ACQUIRE CUSTOMERS?

- What is your cost to acquire a customer?
- How will this acquisition cost change over time and why?
- What is the lifetime value of a customer?

8) WHO IS YOUR MANAGEMENT TEAM?

- Who is the management team?
- What is their experience?
- What pieces are missing and what is the plan for filling them?

9) WHAT IS YOUR REVENUE MODEL?

- How do you make money?
- What is your revenue model?
- What is required to become profitable?

10) WHAT STAGE OF DEVELOPMENT ARE YOU AT?

- What is your stage of development? Technology/product? Team? Financial metrics/revenue?
- What has been the progress to date (make reality and future clear)?
- What are your future milestones?

11) WHAT ARE YOUR PLANS FOR FUND RAISING?

- What funds have already been raised?
- How much money are you raising and at what valuation?
- How will the money be spent?
- How long will it last and where will the company "be" on its milestones progress at that time?

- How much additional funding do you anticipate raising & when?

12) WHO IS YOUR COMPETITION?

- Who is your existing & likely competition?
- Who is adjacent to you (in the market) that could enter your market (and compete) or could be a co-opted partner?
- What are their strengths/weaknesses?
- Why are you different?

13) WHAT PARTNERSHIPS DO YOU HAVE?

- Who are your key distribution and technology partners (current & future)?
- How dependent are you on these partners?

14) HOW DO YOU FIT WITH THE PROSPECTIVE INVESTOR?

- How does this fit w/ the investor's portfolio and expertise?
- What synergies, competition exist with the investor's existing portfolio?

15) OTHER

- What assumptions are key to the success of the business?
- What "gotchas" could change the business overnight? New technologies, new market entrants, change in standards or regulations?
- What are your company's weak links?