

## >: **Three questions to ask a new private company**

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1. Have you completed a market analysis to gain sufficient knowledge that your product or service will have sufficient demand from target demographics at a price that can sustain your business plan after considering competition existing or potential?
  
2. Have you developed a business plan that considers at least 3 potential outcomes being the Best Case, the Worst Case & the Most Likely Case scenarios which also defines an escape plan that identifies loss limits?
  
3. Does the leadership of this new company have personal financial assets at risk and do they have the personal traits, knowledge and credibility to instill confidence of investor support?

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