

>: **Three important questions before investing**

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Before investing in a greenfield business the first question I would ask is whether or not a carefully considered and thorough market survey been carried out.

Is the product or service a completely new product on the market or is it an improvement of an already existing product or service? If such a study has been done carried out what are the results in terms of identified market share or niche market?

Lastly I would like to know to what extent the proposer is committed to the project. I.e. how much of their own resources, money time and expertise they are investing into the project.

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