

## >: 1st Three Questions to Ask When Investing in a Private Company

*Thursday, February 28, 2008 / North Dakota Mama*

1. Who are the primaries of the company and what is their background?
2. Fully explain all market research.
3. What is the purpose of your company?

When considering an investment in a private company, the most important element is who is running the show and do I believe in their capabilities. Second, have they dug deep enough into the details to be able to plan for the worst, yet make it the best. Third, not only do I want to believe in the human force behind the investment, but also the fundamental purpose of the business and both its extrinsic and intrinsic value.

Yes, Dylan, I would be greatly interested in what you have to share on the topic.

North Dakota Mama