



## >: 3 questions to ask before investing in a private company

*Friday, February 22, 2008 / Dan*

I don't have any experience in this particular area, so this is a new concept for me.

I think I would want to know -

How much of the owners' own money is invested in this company? If an owner doesn't have enough faith to put their own money on the line, than why should I?

Do I/Can I understand what the product/service is and/or does? My take on Warren Buffet's theory.

What is the potential market? Niche? Mass? Will the product/service be affected by the whims of the market or is it filling a particular need that has gone unfulfilled?

Dan