

>: My first three question to ask before investing in a company

Friday, February 22, 2008 / Patrick Haggard

First I would like to thank Dylan for this thought provoking and informative format! I am relatively new to the Reports but find I can't wait until the next one arrives to get my juices flowing. This format allows me to jell my thoughts and provokes further creative flows into other arena's.

I am intrigued by this question's wide range of implications and the possibility of hearing what Dylan has to share with us. Not only does it apply to buying into a company it also applies to starting a business and a lot in between.

As a believer in creating my own reality...good or bad, it is the tension or energy expended with the thought or creative idea that brings it forward in my opinion. Positive and lucrative "Creative Investing" is definitely part of the belief package. It doesn't mean that you will always win but with some basic principles, practice and learning from your mistakes one can grow and most likely fill your coffers to your desires.

Although the "investment in ideas" process is complex and is generally fraught with some level of emotional content, I believe there is a core of logic that can be applied with tenured and conservative intuition to make quality decisions.

The following are my basic instinct questions, after starting and being as successful as I desired in several companies and ~30 years of corporate tenure. Dylan, I truly look forward to hearing your thoughts and the continued success of yours.

1. Is this company's product or service something that I would buy for myself?
2. What are the numbers and what is the ROI of my time and money?
3. Do the players in the business have the qualifications, background and continued motivation to make it successful?

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