



>: The Holy Grail of Private Investing.

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The Holy Grail of all investing is much like the opportunity to speak in front of a group of people. What you say greatly depends on who your audience is. On a similar note, I would first need to know what the business "is" as well as the potential target market this business intends to reach. Second, how effective has the business been at reaching the answer to question number one and is this company profitable as a result. Thirdly, I would want to know if this company in it's current state, could further reach this market based on it's current infrastructure or would it take a huge amount of money, reorganization and internal education to send it in the perceived, desired direction. In other words, does their internal reality match their external reality. The Holy Grail is within reach if I can "see" the answers to those questions are authentic.

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