

**>: What are the first 3 questions you should ask before investing into a private company?**

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Well I am no private investor myself, but I have met with a couple of VCs and entrepreneurs. So here goes...

1) How much time do you need before your company breaks even?

2) What distinguishes you from your competitors?

3) How do you plan to increase your market share?

Well I guess all these questions were asked with 2 things in mind; firstly, you need to preserve your capital, that is why the company's projected break-even time period is important. Secondly, you want to know if the company is sustainable and viable, hence the need to see if the business has any competitive advantage and if it can leverage on that advantage to become a major player in the industry.

(sihowe)