

Welcome to a series of questions aimed at determining the extent that you are prepared to launch a new business.

Please read the following instructions carefully.

**INSTRUCTIONS:** In response to the questions, select one of the 5 ratings (1 to 5) then check any boxes alongside the Tasks you feel you need to accomplish.

## Example

Check Only One of the Five Ratings (1-5)

Check only the Tasks that you think you need to complete.

**1. MARKET - To what extent have you studied the market need and economic growth factors that will impact the success of your proposed business?**

- 5 = to a very great extent
  - 4 = To a great extent
  - 3 = To a moderate extent
  - 2 = To a small extent
  - 1 = to a very small extent or not at all
- Task 1A - I need to get market research training and tools
- Task 1B - I need to get economic research training and tools

ONCE YOU UNDERSTAND THIS EXAMPLE PLEASE BEGIN TO ANSWER THE FOLLOWING QUESTIONS

**1. MARKET - To what extent have you studied the market need and economic growth factors that will impact the success of your proposed business?**

- 5 = to a very great extent
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- 1 = to a very small extent or not at all

- Task 1A - I need to get market research training and tools
- Task 1B - I need to get economic research training and tools

**2. MARKET - To what extent have you confirmed that the market sectors to which you plan to sell your products or services are likely to grow in the existing and future economy?**

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- Task 2A - I need to study market sector growths
- Task 2B - I need to select a high growth market sector(s) for my business

**3. MARKET - To what extent have you confirmed that the customers to which you plan to sell your products or services are likely to communicate among themselves to help drive positive referrals to you?**

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- ] Task 3A - I need to select customer sectors who communicate with other
- ] Task 3B - I need to create referral systems to help drive customers to me

4. CUSTOMERS - To what extent have you identified and recorded your prospective customer's names, addresses, phone numbers, email and web addresses and important facts about them?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- ] Task 4A - I need to create a customer database to record contact data/info
- ] Task 4B - I need to input prospective customers info in my contact database

5. CUSTOMERS - To what extent have you contacted a reasonable number of your prospective customers to introduce yourself and to learn and understand their needs for your products or services?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- ] Task 5A - I need a sample size calculator to help me select a valid survey size
- ] Task 5B - I need to prepare myself to talk to prospective customers
- ] Task 5C - I need to study best approach to collect customer needs
- ] Task 5D - I need to begin contacting prospective customers and learn their needs

6. PRODUCT/SERVICE NEEDS - To what extent have you matched your planned products or services to your prospective customer's desires to confirm definite need for your products or services?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- ] Task 6A - I need to match target customer needs to my product/service ideas
- ] Task 6B - I need to tailor my product/service features to customer needs
- ] Task 6C - I need to confirm that target customers really need my product /service

7. COMPETITORS - To what extent have you identified your key competitors, compared their product/service strengths and weaknesses to yours and determined that you a competitive edge over your competitors?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- Task 7A - I need identify key competitors in my target market
- Task 7B - I need to compare competitor product/services features to mine
- Task 7C - I need to compare competitor product/services prices to mine
- Task 7D - I need to confirm that I have a competitive edge over competitors

8. PRODUCT/SERVICE NEEDS -To what extent have you created a "value proposition" that briefly describes the value of your planned products or services to your prospective customers and communicates the advantages you have over your competitors?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- Task 8A - I need to create a value proposition for my product or service

9. PRODUCT/SERVICE NEEDS - To what extent has a valid sample (%) of your prospective customers examined your value proposition and confirmed that your products or services are likely to be preferred over your competitor's offerings?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- Task 9A - I need to confirm that my value proposition works well with target customers

10. PRODUCT/SERVICE NEEDS - To what extent have you confirmed that a "driving force" exists in your prospective customer community that can drive them toward near-term purchase of your products or services?

- 5 = to a very great extent
- 4 = To a great extent
- 3 = To a moderate extent
- 2 = To a small extent
- 1 = to a very small extent or not at all

- Task 10A - I need to learn what "driving forces" live in my target markets

Task 10B - I need to confirm that my product/service aligns with "driving forces"

11. PRODUCT/SERVICE REQUIREMENTS - To what extent have you translated prospective customer needs into requirements and specifications for the products or services you plan to create and sell?

5 = to a very great extent

4 = To a great extent

3 = To a moderate extent

2 = To a small extent

1 = to a very small extent or not at all

Task 11A - I need to translate customer needs into requirements

Task 11B - I need to write a product/service requirements specification

Task 11C - I need to have an expert evaluate my product/service specifications

Task 11D - I need to finalize my product/service specifications

12. FACTS ABOUT FINANCING - Please READ EACH FACT CAREFULLY then check the box alongside each of the following to indicate your awareness and understanding of these facts about business financing.

FACT 1 - The SBA or SBDC does not provide loans directly to businesses nor do they provide Grants to start up new businesses

FACT 2 - Start Up Business owners apply directly to banks or other sources for loans and do not apply to the SBA or SBDC for loans

FACT 3 - Banks require a good Credit Score and with very few exceptions do not approve business loans to owners with prior bankruptcies

FACT 4 - Banks normally require you to have Collateral (property, savings, home equity, or other assets) to secure a major part of a business loan

FACT 5 - Banks require you to provide Equity (personal cash or other assets) to add to the Collateral (Fact 4) to secure the remainder of your business loan

FACT 6 - Banks may or may not ask the SBA to guarantee your business loan, and may make the loan approval contingent upon SBA guarantee of the loan

FACT 7 - In addition to Facts 1 through 6 you need a great business plan, market plan, cash flow projection and sufficient Working Capital to pay your expenses at least for six months to one year after start up.

13. Now that you are aware of the tasks to be accomplished and the facts about financing and loans in the previous question, please explain in the blank field below why you ARE or ARE NOT motivated to launch your business at this time.

[Client Inputs Open Ended Response Narrative]

**END OF QUESTIONS FOR PART 1 OF 2**