

Creating the Company You Want

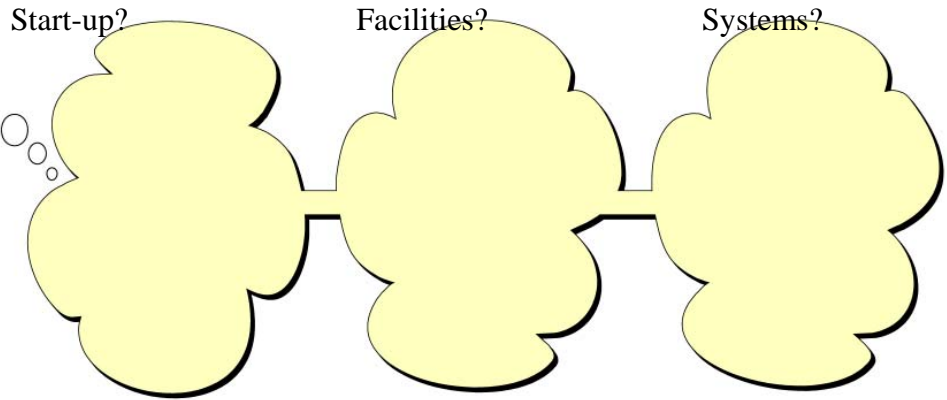
Don't worry about answering all of the questions; just try to capture your immediate thoughts.

WHEN?

Start-up: When will this business be operational?

Facilities: When will office/manufacturing/distribution space be required?

Systems: When must they be selected, tested, and operational?

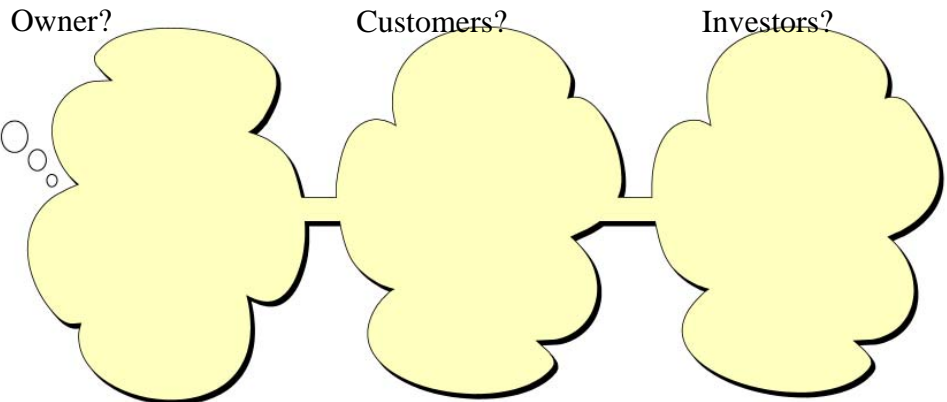


WHY?

Owner: Why am I creating this business?

Customers: Why will they buy these products or services?

Investors/Bankers: Why will they invest/loan money to this business?



HOW?

Financing: How will this business be financed?

Culture: How do you want to interact with employees, suppliers, customers?

Personal Beliefs: How will your personal beliefs about business impact this business?

