

## **NEW BUSINESS QUESTIONNAIRE**

1. Who are the owners and what are their capabilities?
2. How many owners will be there now and in the future?
3. What is the financial position of the owners? What are their tax brackets? Are there pending inheritances or marital dissolutions?
4. Are any of the owners subject to significant contingent or certain liabilities? Are any irresponsible?
5. How will profits, losses, and/or capital ownership be allocated?
6. Will some owners have more voting power than others?
7. What are the goals and personal objectives of the owners, including retirement?
8. Do any of the owners have other businesses?
9. Is the owner(s) buying a business, starting a business, or changing an existing business?
10. What is the business plan? What are the plans for obtaining appropriate management personnel and marketing strategies?
11. Who will write and evaluate the appropriate mission statement and vision statement for the business?
12. What assets are needed and how will they be acquired? Which assets, including real property, trademarks, or patents will be contributed by owners?
13. What are the technology needs?
14. How will the business be financed? What about cash needs during the start-up period?
15. In which states will the business operate?
16. Will owner's spouse or other family members be working in the business?
17. What are the insurance needs?
18. Who will handle bookkeeping, and how?
19. What is the exit strategy for the business?