Thank you for starting this gig!

Please answer the following questions as best you can.

If a question doesn´t apply, simply leave it blank.

Please don´t think too much about perfect sentences, just give me the important information! ☺

So let´s get started:

1. What´s the name of your business?
2. Short description of your business. 1 or 2 sentences.
3. Info about the founder (you)
4. Some words about your team
5. Describe your location
6. Can you tell a little story about you / your business / your product?
7. Some Market data: size, growth, forecast
8. 2 or 3 of your main competitors: who are they and what are their main benefits?
9. What benefits do you offer to your customers?
10. What´s special about your offer?
11. What are your main services or products?
12. Please provide some raw financial data about prices, costs, sales, personnel, cost of goods, financing etc.
13. SWOT: Please share your thoughts about your strengths, weaknesses, opportunities, and threats.
14. Please describe your typical customers: Who are they? Where are they? What do they want/need? How do you serve them? What´s the customer´s problem, that you solve?
15. The 4 P´s: Please share your thoughts on your product or service, the prices, the place where you sell it and the way you want to promote them.
16. If applicable, how does your offer relate to the categories online/offline and budget/premium?
17. How much sales and growth do you expect within the years 1 to 5?
18. How much personnel will you employ?
19. What are the average costs per employee per month?
20. How much rent are you going to pay per month?
21. Which investments are necessary? Volume and raw description
22. How much capital do you have and how much financing do you need?

If I have further questions, I will contact you. My first step is to create a financial plan, which I will send you asap for your highly appreciated review. Step two is to create the business plan pitch deck - if you also ordered it.

I´m looking forward to work with you on this project!

If you have any questions, please don´t hesitate to contact me.

Cheers, Peter

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