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New Business Information Sheet

New businesses often represent the greatest risk to us along with the biggest potential reward in terms of gaining a new customer. The challenge is determining the financial viability of a business with little or no track record. In order to better understand you and your business, please answer the following questions:

1. What education and/or Industry-related experience does/do the principals(s) of your company have that will enable your organization to succeed?
(Please attach resume of each principal)

2. How does your company differentiate itself from the competition?

3. What are your company's anticipated strengths and weaknesses?

4. Does/Do the principals of your company have any other outside sources of income to support your current lifestyle(s)?

5. Is there any additional collateral available to further secure this transaction (i.e. free and clear equipment, publicly traded stocks, personal residence with equity, etc.)?

6. How much cash has/have the principal(s) of the company contributed to capitalize this business venture?

Please complete and fax to (310) 944-9947