

VENTURE CAPITAL ***MADE EZ !***

By

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A ACROBAT-CD BOOK & 3 AUDIO CDs

Community
People Press

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Publisher

Why are you going to start this business?

Can You afford to leave your current employment for the next 12 months?

How will you support yourself?

What makes you special?

List five major business success stories

What Special Skills do you have?

What Marketing Skills do you have?

Why is there a need for your product or service in the marketplace?

Please compare yourself to another in the marketplace!

What business experience do you have?

Please provide an accounting of your last 10 years!

Have you worked with the Public before?

Describe your best and worst incidents?

Describe your history of Supervision?

What type of problems caused you the worst concerns?

What does your family think about this project?

Will your family invest?

Why Not?

Please describe current Financial Position.

Why are things the way they are?

Describe Your Personal Goals.

Outline a: 5, 10, 20 Year Life Plan!

WHAT IS YOUR EDUCATIONAL BACKGROUND?

Please list special training that supports this new
business!

What is your history of Community Involvement?

What organizations do you belong to?

What would you do if this business fail?

What is your security to offset the funding or investment capital?

How would you pay the Investor or Bank Back, if you failed?

How many months will it take and what detail plan will you follow?

What is the real market potential of this business?

Describe your supporting data?

Describe the Ownership of the Business?

Is this a family based business?

Date of Incorporation?

State of Incorporation?

Legal Form of business History of
Ownership

Describe past failures?

Cover Sheet of Funding Request

Name of Business:

Address:

City, State Zip

Phone:

Funding Requirements:

Type of Funding:

Statement of Purpose of Business

Why is there a need for this Business?

First Year Goals

First Month

First 90 Days

First 180 Days

Second and Third Year Goals

Third Year Benchmarks?

Table of Contents

Introduction

A

B

C

D

Conclusion

Appendix

Executive Summary - (5 Pages)

Management

Service/Product

Profit Centers

The Industry and Your Business

Growth Trends

Description of your Business

Operational Details

Hours of Service

What is your market?

Scope of Research

Who are your customers?

Social Factors?

Who is the Competition?

Local

State

National

What makes your business better than the Competition?

Why are you sure?

What is the location of the business?

What made you select this place?

From the customer point of view - “Why are you at this location? “

Please describe the research involved in selecting the location of the business?

Management Statements

Listings of key people

Key Personnel

Primary Staff

Support Staff

Use of Funds Statement

Short Term

Long Term

Start-up Funds needed?

Lowest possible Start-up budget

Highest desired Start-up Budget

Supporting Data

Capital Equipment needed

Computers Requirements?

Effect of Funding

Short Term

Long Term

Current Balance Sheet

2002

2001

2003

2000

1999

Break-even Analysis Statement

Supporting Data

Income Projections

2001

2002

2003

2000

1999

Cash Flow Statements

2001

2000

1999

2002

2003

What Research work that you
have done so far?

Sources of Research Data

History of the Business from the Past Owners

Have you verified the data?

How did you verify the data?

Balance Sheet

2001

2002

2000

2003

1999

Income Statement

2001

2002

2000

2003

1999

TAX RETURNS FOR THE BUSINESS

Federal & State

2001

2002

2003

2000

1999

1040 PERSONAL TAX RETURNS

2001

2002

2000

2003

1999

Personal Financial Statements

Principal # 1

Principal # 2

Principal # 3

Cost of living Statement

Principal # 1

Principal # 2

Principal # 3

Credit History

Principal # 1

Principal # 2

Principal # 3

List of References

Banker

Accountant

Attorney

Trade References

#1

#2

#3

Employment History

Current Employment

Past Employers

Principal # 1

Principal # 2

Principal # 3

Real Estate Agreements

Describe all contract and provide copies of all materials.

Contracts

Can we factor these contracts

List of Major Customers

How did you develop this list?

Letters of Intent from Major Customers

What is the dollar value of each major customer?

List of Major Suppliers

What is the Contract Value of
each major Supplier?

Letters of Intent from Major Suppliers

D & B or TRW Business Credit
Report on the top 5 Major Suppliers

Articles of Incorporation

Why did you incorporate?

DBA or Business Permits

What permits are still needed?

Closing Statements

Why is this a good investment?

Resume of General Manager

Education

Past Employment

Five Year Personal Goals

First Year

Second Year

Thir Year

Fourth Year

Fifth Year

Describe Credit Problems the Business may have.

What is your plan of action to solve these problems?

Your Company's Credit Policy

Term and Conditions of Credit?

Your Company's Collection Policy

Standards and Rating Policy

Employee Relationship

Contract Services

Company's need for Consulting Services

Services of Mervin Evans needed

GLOSSARY

Evans Venture Partners

California Limited Partnership 9121800010
PO BOX 71351 Los Angeles, CA 90071
Email: californiacapital @ onebox.com

Glossary

Board of Directors - groups of individuals who are elected by the shareholder of a corporation and empowered to carry out certain tasks for the benefit of their shareholders.

Cash flow - in general terms, money flowing in from sales minus money flowing out for expenses. A positive cash flow is essential for a business to survive.

Collateral - asset pledged to a lender until a loan is repaid. If the borrower defaults, the lender has the legal right to seize the collateral and sell it to pay off the loan.

Convertibles - corporate securities (usually preferred shares or bonds) that are exchangeable for a set number of another form (usually common share) at a pre-stated price. Convertibles are appropriate for investors who want higher income than is available from common stock, together with greater appreciation potential than regular bonds offer. From the issuer's standpoint, the convertible feature is usually designed as a sweetener, to enhance the marketability of the stock or preferred.

Covenant - promise in a trust indenture or other formal debt agreement that certain acts will be performed and other refrained from. Designed to protect the lender's interest, covenants cover such matters as working capital, debt-equity ratios, and dividend payments.

Debenture - general debt obligation backed only by the integrity of the borrower and documented by an agreement called an indenture. An unsecured bond is a debenture.

Debt Service - cash required in a given period, usually one year, for payments of interest and current maturities of principal on outstanding debt.

Due Diligence - the process of investigating a business venture to determine its risk and feasibility.

Price/Earnings Ratio (PE) - price of a stock divided by its earnings per share. The price/earnings ratio, also known as multiple, gives the investors an idea of how much they are paying for a company's earnings power.

Syndication - the process whereby a group of venture capitalists will each invest a portion of the amount of money required to finance a business.

Warrant - type of security, usually issued together with a bond or preferred stock, that entitles the holder to buy a proportionate amount of common stock at a specified price.

Firm Name Investment Partners

\$1,000,000 200 Partnership Unit @ \$5,000 Reg D. Rule 504 5 Year Limited Partnership

1-Page Deal at a Glance

Company Name: Firm Name Investment Partners
NY Limited Partnership (Registration & Formation Pending)

Contact: Name of General Partners

Address: Address
City, State Zip Code
Phone
Fax

Risk Factors: Investing in the xxx Industry is a very high risk!
Firm Name is a Seed / Second Stage Stage Company.
Persons not capable of a 100 % loss of invested capital should not consider this investment proposal.

Government Approval: This investment proposal is not approved by the State of _____
Department of Corporations or the United States Securities
Exchange Commission. The investment is offered under as a
Regulation D, Rule 504 offering.

Legal and Tax Advice: Potential investors should review this investment program with
their legal counsel and Tax Advisor prior to investing any money.
Right to Ask Questions: Investors should ask and have all
questions answered prior to investing.

Business Description: Firm Name is a XXXXXXXXXX Management Company.
The firm is currently developing a number of exciting XXXXXX.
The advisory board of the company is composed of a number of
very talented XXXXX Industry Professionals. Several Deals
are pending, but a major contract with a national has yet to be
signed.

MANAGEMENT: The general partners bring a solid management history to this
project. A comprehensive Management Statement is available
upon request.

Profit Split: Limited Partners will be fully recovered first, then the General
Partners and Limited Partners will enjoy a --% / --% split of
the Net Retained Earnings for a 3-5 -7 year term.

Use of Funds: Promote and Develop a -----
A Comprehensive Use of Funds Statement is available upon request.

Income Sources: The Partnership Manages and Control it's.....

COMPANY

NAME

Address

City, State Zip

Phone

First Last Name, A history of Success

2002

2001

2000

1999

1998

1997

1996

1995

1994

1993

1992

1991

1990

Education

Civic, Community Professional

Venture Capital Made Easy!

SUGGESTED OUTLINE OF A VENTURE CAPITAL FUNDING REQUEST

Cover Sheet: Name of business, names of principals, address and phone number of business

Statement of Purpose

Table of Contents

I. The Business

- A. Description of Business
- B. Market
- C. Competition
- D. Location of Business
- E. Management
- F. Personnel
- G. Application and Expected Effect of Loan (if needed)
- H. Summary

II. Financial Data

- A. Sources and Applications of Funding
- B. Capital Equipment List
- C. Balance Sheet
- D. Breakeven Analysis
- E. Income Projections (Profit and Loss Statements)
 - 1. Three-year summary
 - 2. Detail by month for first year
 - 3. Detail by quarter for second and third years
 - 4. Notes of explanation
- F. Pro-Forma Cash Flow
 - 1. Detail by month for first year
 - 2. Detail by quarter for second and third years
 - 3. Notes of explanation
- G. Deviation Analysis
- H. Historical Financial Reports for Existing Business
 - 1. Balance sheets for past three years
 - 2. Income statements for past three years
 - 3. Tax returns

III. Supporting Documents: Personal resumes, personal financial requirements and statements, cost of living budget, credit reports, letters of reference, job descriptions, letters of intent, copies of leases, contracts, legal documents, and anything else of relevance to the plan.

EXECUTIVE SUMMARY

* This section is an abstract of your company's corporate goals and objectives!

* It is usually written before the master plan is completed.

* Edit to about 4 pages.

Amount of Funding Required

Terms and Conditions on the Deal

When the Business was created and What are the products to be sold

Current Status Now, (Company) is at a point where XXX

* Corporate mission statement covering the line of products and services - What kind of company do you want to be?

THE RISK FACTORS

Major risk factors related to the business and the industry

MANAGEMENT TEAM

Our management team consists of XX X (how many) men and women whose backgrounds consist of XXX years of marketing with XXX (Fortune 500 company names look great here), XXX years of corporate development with XXX (Fortune 500 company names look good here too), XXX people with XXX years of engineering and design with XXX , a chief financial officer with XXX years of XXX experience with XXX.

* Actually, any good company backgrounds pertinent to your management team's functions are good references to demonstrate a solid background and assure a higher probability of future success.

MARKETING PLAN

XXX (research firm, industry report, trade journal study) research projects a worldwide/nationwide market for XXX (product/service) to be approximately \$XXX by the end of 19XX. Conservative estimates suggest (Company)'s market share, with our intensified and accelerated marketing plan, product/service development, manufacturing and customer service would be about XXX% -- generating \$XXX by the end of 19XX.

* Describe the projections and trends for the industry or business field

The fundamental thrust of our marketing strategy consists of XXX (unique Selling Basis)

We intend to reach XXX (market segment) by XXX (marketing/sales/promotion tactics)

- * Who are your customers? Where are they and How do you reach them?
- * Are they buying your product/service from someone else?
- * How will you educate customers to buy from you?

Our company can be characterized as a XXX (the business and image for customers to see)

(Company) enjoys an established track-record of excellent support for our customers. Their expressions of satisfaction and encouragement are numerous, and we intend to continue our advances in the XXX (marketplace) marketplace with more unique and instrumental XXX (product/service)s.

A partial list of customers includes:

XXX
XXX

Also, XXX prospective clients presently evaluating XXX (product/service(s)) for use are XXX (actual customers)

OBJECTIVES

- * Near term & Long term

Our objective, at this time, is to propel the company into a prominent market position. We feel that within XXX years (Company) will be in a suitable condition for an initial public offering or profitable acquisition. To accomplish this goal we have developed a comprehensive plan to intensify and accelerate our marketing activities, product development, services expansion, engineering, distribution and customer service. To implement our plans we require an investment of \$XXX for the following purposes:

- * Choose the activities pertinent to your goals
- * Build manufacturing facilities and ramp up production to meet customer demands.
- * Maximize sales with an extensive campaign to promote our products/services.
- * Reinforce Customer Support services to handle the increased demands created by the influx of new orders and deepened penetration into existing accounts.
- * Augment company staff to support and sustain prolonged growth under the new marketing plan.
- * Increase Research & Development to create additional follow-on products/services as well as to further fine-tune our competitive advantages.

FINANCE

USE OF FUNDS

* Long Term Forecast of Financial Expectations

In XXX years we will have XXX (achieved goal) and our investors will be able to XXX (collect their return on investment)

PRODUCT BACKGROUND

* How people are managing to do without

* How & where a similar product or service is now being used

We have just started/completed the development/introductory phase of (product/service)-- a novel and proprietary XXX (e.g. soap for cleaning vinyl). Our operation was producing XXX (sales, units, products) by 19XX, and has operated at XXX (financial condition--profitable, break-even, etc.) ever since. Revenue projected for fiscal year 19XX without external funding is expected to be \$XXX. Annual growth is projected to be XXX% per year through 19XX.