

GROWTH COMPANY SURVEY

Interviewer: Name:

Date:

Company Information

Company Name:

DBA:

Address:

City:

Zip Code:

Phone: Ext.

Web site URL:

Contact Name:

Email:

1. What does your company do?

2. How would you characterize the company's stage of development?

- Product/service still under development
- Product complete, doing customer/market test or initial rollout
- Ramping up sales and market share
- Looking for new products and markets to enter

3. What is your company's greatest achievement in the past year?

4. What is your company's competitive advantage?

- Patent or other IP protection
- First to market with innovative product/service
- Unique marketing strategy
- Technical or management skill
- Other:

5. Your business plan is: Reasonably up to date A bit dusty What plan?

6. Your facilities are: Fine Adequate, but small The pits No Facilities Yet

Market and Competition

7. The company's primary market is: Local Regional National International

8. Do you expect sales to grow over the next the few years at an annual rate of:

less than 10% 10-15% 15-20% more than 20%

9. The market share of the company's key product(s) is: Increasing Stable Declining

10. Your strongest competitor is: The Big Four: Ernie Ball, GHS, Dean Markliley, and Diaddario

Organization

11. Your management team is: Fairly complete Has some holes Is just you
12. Your current number of employees is 5 and 2 owners, of which 2 are "professional" level.
13. Over the next year you expect to hire 12-15, of which ? will be "professional" level.
14. Your networking with peer CEOs is: Strong Pretty weak Limited to your spouse
15. Your company has a: Board of Directors Board of Advisors
16. Your company's professional assistance firms include (with actual names if you would):
- Accounting Firm (or accountant):
- Law Firm (or lawyer):
- Recruiting firm:
- Advertising firm:
- Other:
17. Your company's benefits include: Health plans 401(k) plans Stock options

Capital Structure and Financing Plans

18. Is the company: cash flow positive: Yes No, profitable: Yes No
19. Your company's total capital to date is about: \$, % Equity % Debt
20. Company's equity comes from: 100 % founders, % family or friends, % investors.
21. In the next two years the company expects to need about \$ of capital, of which % will be equity.
22. Do you expect to raise equity from outside investors: Yes No
23. Do you feel confident about the ability to raise capital: Yes No

Growth Obstacles

24. The company's main impediments to growth are (check all that apply):
- Recruiting employees Securing financing Finding new customers
- Holding off competition Developing new products Wasting time on surveys
- Other:
25. As the company grows will you: Stay in the community Relocate

Comments

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