

## ***SBDC Confidential Pre-Appointment Questionnaire***

\*Please email completed form to [mec20175@gmu.edu](mailto:mec20175@gmu.edu) \*

Principal/Partner/Owner/: \_\_\_\_\_

Business/Start-up Name: \_\_\_\_\_

**The following information is requested to enable us to serve you more effectively and comply with the terms of our funding agencies. Provision of this information is not required, but your cooperation will be greatly appreciated. All information will be held in strict confidence.**

1. What is your business or business idea? (i.e., major products/services sold)

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2. Why do you think there is a need for your product or service?

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3. Who are your customers? (i.e., age, gender, income, etc). Why would they want to buy your products or services?

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4. Who are your competitors and what are their strengths and weaknesses?

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5. What is the competitive edge you have over your competition?

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6. How are you going to promote your business? (i.e., coupons, mailings, press releases)

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7. What experience or qualities do you have that would help you to operate the business successfully?

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8. Are you currently employed? If so, for whom do you work? What is your position?

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9. Why have you decided to go into business? List your top three reasons.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

10. What date did you start, or plan to start your business?

Starting Date: \_\_\_\_\_

Planned Start Date: \_\_\_\_\_

11. What is your estimate of how much it will cost to start the business? If you need help financing your business what is your estimate on the amount needed?

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12. What key challenges concerning your business/business idea do you want to address?

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\*Please attach any relevant documents that may help us determine how we might serve you. You may want to include financial statements (actual or proforma), business plans, resumes of yourself and partners/ officers, previous studies of your business or venture, literature, diagrams, photos, etc.

Please call the SBDC office, (703) 466-0466, if you have any questions.

Date Prepared: \_\_\_\_\_ Prepared by: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

(Owner, President, Partner, etc.)