**i.INVEST CONCEPT PROFILE QUESTIONS**

**\*\*THIS IS NOT THE COMPLETE LIST. THERE ARE 35 TOTAL QUESTIONS.\*\***

* BUSINESS CONCEPT DESCRIPTION
* WHO OR WHAT INSPIRED THE CREATION OF YOUR PRODUCT OR SERVICE?
* WHAT SOCIAL IMPACT DOES YOUR COMPANY/PRODUCT DEMONSTRATE?
* WHO ARE YOUR COMPETITORS?
* WHAT MAKES YOUR PRODUCT UNIQUE?
* READINESS LEVEL
* WHAT PROBLEM WILL YOUR PRODUCT OR SERVICE SOLVE FOR THE CUSTOMER?
* TARGET MARKET AND STRATEGY
* HOW WILL YOU PROMOTE YOUR PRODUCT OR SERVICE?
* WHERE WILL YOU SELL YOUR PRODUCT OR SERVICE?
* COST AND PROFIT
* HOW MUCH WILL YOU CHARGE FOR ONE UNIT OR APPLICATION OF YOUR SERVICE?
* COST OF MATERIAL (EX. FOR A T-SHIRT DESIGNER, MATERIAL COSTS SHOULD INCLUDE FABRIC COSTS + SCREEN PRINT COSTS, ETC. PER UNIT.)
* MAN POWER (TO DETERMINE MAN-POWER COST PER UNIT, TAKE THE AMOUNT OF TIME TO MANUFACTURE ONE UNIT MULTIPLIED BY THE EMPLOYEE’S HOURLY RATE. FOR EXAMPLE, IF IT TAKES 30 MINUTES TO SCREEN PRINT ONE T-SHIRT AND THE EMPLOYEE EARNS $7.50 PER HOUR USE THIS FORMULA: $7.50 X .30 = $2.25 PER UNIT.)
* OTHER EXPENSES (EX. MARKETING, DISTRIBUTION, PACKAGING, COMMISSIONS, ETC. PER UNIT)
* WHAT ARE YOUR COMPETITORS CHARGING PER UNIT?
* PLEASE EXPLAIN THE REASON FOR THE DIFFERENCE IN COST BETWEEN YOUR COST AND YOUR COMPETITORS.
* UNIT PRICE
* COST TO MAKE IT
* INVESTMENTS AND COMMUNITY REINVESTMENT
* HAVE YOU SOLD ANY PRODUCTS/SERVICES TO-DATE?
* HOW MANY UNITS WERE SOLD?
* ARE YOU SEEKING INVESTORS?
* HOW WILL YOUR PRODUCT OR SERVICE HELP ENRICH THE COMMUNITY AROUND YOU?
* DO YOU CURRENTLY HAVE INVESTORS? IF SO, PLEASE LIST.