

Business Bio Worksheet (homework, 1st meeting)

Complete this worksheet in preparation for your first Forum meeting.

Legal	
Company Name	
Legal Form of Business	
Headquarters Location	
Additional Locations	
Year Founded and By Whom	
Ownership: (list names and percentages)	
Business Description	
Type of Business (industry or brief description)	
Target Customer	
Products Offered (list major product lines)	
Services Offered (list major service lines)	
Sales Strategy (one sentence)	
Unique Differentiator	
Top 3 Customers	1) 2) 3)
# of Current Employees	
# of Current Customers	
Marketing Program (list top 3 marketing initiatives, how do you find customers?)	1) 2) 3)
Annual Revenues (last year)	\$
Target Revenues (this year)	\$
Percentage likelihood of achieving target revenues	% -
Key Competitors	1) 2) 3)