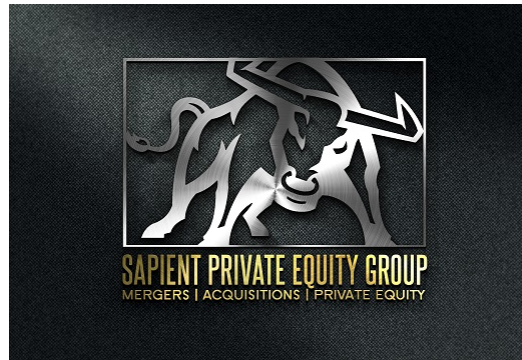


VERSION 2.7
JANUARY 1, 2016



BUSINESS ASSESSMENT QUESTIONNAIRE

SUITABILITY DETERMINATION

SAPIENT PRIVATE EQUITY GROUP
LOS ANGELES | MIAMI | ATLANTA | CHICAGO | NEW YORK

BUSINESS ASSESSMENT QUESTIONNAIRE

DESIRED TRANSACTION:

EQUITY RECAP: _____, M&A: _____, GROWTH CAP.: _____, OUTRIGHT SELL: _____

FULL LEGAL NAME OF COMPANY: _____

PRIMARY CONTACT: _____

EMAIL: _____ PHONE: _____

LEGAL STRUCTURE: S-CORP _____, C-CORP _____, LLC _____, PARTNERSHIP _____

DATE COMPANY WAS FORMED: _____

BRIEF DESCRIPTION OF COMPANY'S CORE BUSINESS: _____

BACKGROUND INFORMATION

CURRENT ADVISERS	
1	Lawyers/Law Firm:
2	Accountant/CPA:
3	Marketing Firm:
4	Public Relations:
5	Business Advisers:

	PREVIOUS COMPANIES BOUGHT OR SOLD [Be sure to indicate transaction type and year you completed each transactions]
1	
2	
3	
4	
5	

	LICENSES/ CERTIFICATIONS / PATENTS [Be sure to indicate license, certification and patent number and any expiration dates]
1	
2	
3	
4	
5	

SUMMARY OF FINANCIAL PERFORMANCE

Year	2014	2015	2016	2017 YTD
Gross Revenue				
COGS				
Gross Profit				
SG&A				
D&A				
EBIT				

COMPANY CUSTOMER, SERVICES AND PRODUCT CONCENTRATIONS

	TOP 5 CUSTOMERS MEASURED BY REVENUE VOLUME [Be sure to indicate what percentage of revenue each client represents. You can blind list each customer]
1	
2	
3	
4	
5	

	TOP 5 SERVICES YOU PROVIDE MEASURED BY REVENUE VOLUME [Be sure to indicate what percentage of revenue each service represents.]
1	
2	
3	
4	
5	

	TOP 5 PRODUCTS THAT YOU SALE MEASURED BY REVENUE VOLUME [Be sure to indicate what percentage of revenue each product represents.]
1	
2	
3	
4	
5	

MILESTONES

	TOP 5 MILESTONES ACHIEVED BY YOUR COMPANY
1	
2	
3	
4	
5	

PRODUCT OR SERVICE DIFFERENTIATION

	TOP 5 THINGS THAT DIFFERENTIATE YOUR PRODUCT OR SERVICE
1	
2	
3	
4	
5	

COMPETITIVE ADVANTAGES-BARRIERS TO ENTRY

[List your competitive advantages (e.g. industry name recognition), and barriers to entry advantages (e.g., .. sole source contract, patents, PMAs etc..)]

Your competitive advantages	Your barrier to entry advantages

MARKETING

	TOP 5 METHODS USED TO MARKET YOUR PRODUCTS OR SERVICES
1	
2	
3	
4	
5	

MARKET SEGMENTATION

	TOP 5 END USERS OF YOUR PRODUCT OR SERVICE
1	
2	
3	
4	
5	

DOCUMENTS

Indicate which documents you have	Yes/No answers
Do you have audited financial statements for the past three years?	Yes / No
Do you have reviewed financial statements for the past three years?	Yes / No
Do you have corporate tax returns for the past three years?	Yes / No
Have you had a formal business valuation within the last three years?	Yes / No
Do you have a current business plan that includes a three year, growth plan and revenue projection?	Yes / No
Do you have a current pitch book, deck, or CIM that is presentation ready?	Yes / No
Have you received and/or signed any term sheets, LOIs, or definitive purchase agreements within the past three years?	Yes / No

X

Owner/President/Manager

DATED: _____