

BNA

April 16

2010

Business Needs Assessment

The Business Lab

Thank you for making the time to come to this session. Kindly complete this document with as much detail as possible. All information provided shall be treated as Strictly Confidential. Please refer to our confidentiality agreement on the last page of this document.

Your name and surname:

Name/proposed name of the business

Where in the process is the idea/venture/business? Is this a start-up business or an existing business?

Tell us about your business/business idea/proposed future venture:

A. Core business:

B. Ideal customer:

C. Age of the business (if existing):

D. Location/proposed location:

If you have an existing business, are you cash flow positive?

What are the five most important things that you need to get your business off the ground? If an existing business, what are the five most important things you believe you need to improve the business?

1.

2.

3.

4.

5.

Should you require funding, which institutions would you consider? What is the nature of the funding required (equipment/working capital) and how much funding does your business/venture require?

A. Institutions considered:

B. Nature of funding required:

C. How much funding is required?

D. How much own funding will you put down:

What specific assistance does your business/venture require? (e.g. Business Plan? Marketing Plan? Sales Plan? Due diligence? Website? Other?)

Do you require business Mentoring? (assistance with skills and knowledge transfer)

Do you require business Coaching? (assistance with improved business performance)

Do you require business transactional account (i.e. a business banking account?)

Do you require business insurance?

If you do require insurance, what business risks would you like to insure against?

WHERE RELEVANT, PLEASE PROVIDE INPUT ON THE FOLLOWING:

What issues/trends have you identified internally in the past six months in relation to your business?

What have the points of conflict in the organization been over the past six months, if any?

What has the staff turnover been in the past year?

Has sales been improving or declining? By how much/what percentage?

Has cost of sales and other expenses moved in step with sales?

Has profits been increasing or decreasing?

Is the business cash flow positive? How close is cash flow to profits?

What are the current weaknesses in your administration and finance systems?

What challenges are likely to face the organization in the next year?

What concerns are there about the ability of the organization to meet these challenges?

What are the apparent causes of current internal organizational problems and weaknesses?

Provide details on the extent to which the following are in place:

Our Strategy ('we know where we going'):

Our Mission, Vision & Values ('we know what drives us to reach our goals'):

Our Value Proposition ('we know how our entire business comes together to make money'):

Our Structure ('we have sound business structure that supports our value proposition'):

Our Systems ('we have sound systems in place that supports our value proposition'):

Our People ('we have the right people and key performance measures to deliver our value proposition')

Disclosure and sharing of confidential and proprietary information

It is hereby agreed that confidential and proprietary information is shared between The Business Lab and

_____ (herein referred to as "the client")

Each party agrees that at all times and notwithstanding any termination or expiration of this Agreement it will hold in strict confidence any information provided and not disclose to any third party any confidential and proprietary information except as approved in writing by The Business Lab and the client. Each party shall only permit access to confidential and proprietary information of the other party to those of its employees, authorized representatives or financial institution, having a need to know and who have signed confidentiality agreements or are otherwise bound by confidentiality obligations at least as restrictive as those contained herein. Neither party shall transfer any information or documentation or assign this agreement to a third party unless agreed upon in writing by The Business Lab and the client. Given the very nature of our business, the client acknowledges that The Business Lab may have in conception, information, development technology and/or software, which may be very similar or even identical to the client's information, which does not limit The Business Lab from using the information already in their possession as their own under other agreements.

This agreement shall terminate ten (10) years after the effective date hereunder and all conditions stated shall remain in force and effect for both parties.

Date _____/20_____ at _____

Client (Full name/s) _____

Signature _____

Witness _____

For The Business Lab _____

Signature _____

Witness _____