**Nancy Fallon-Houle, P.C.**

**Basic Questions Investors Will Ask of Issuer**

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* What is the Company and what does it do?
* Industry info, background of product or service
* Is Intellectual Property Protected?
* Competition?
  + What are potential adopters using now as a replacement?
* History of Company, or its predecessors
* Who is the Management
  + What are their backgrounds
* How much $$ have they invested in it
* Who are the other owners or shareholders of the company
  + What other stock has been issued, to whom and for what consideration?
* Who else is involved as alliance partners?
  + Suppliers
  + Customers
  + Lateral Alliance Partners
* What are the Risks?
* How do I earn a return on my money, or alternatively how do I exit?
  + Dividends?
  + Acquisition or Merger?
  + IPO (unlikely in today’s market)