



423 S. Pacific Coast Hwy, Suite 201  
Redondo Beach, CA 90277  
Tel: (310) 944-9900  
Fax: (310) 944-9947  
Web: www.baycap.net

# New Business Information Sheet

New businesses often represent the greatest risk to us along with the biggest potential reward in terms of gaining a new customer. The challenge is determining the financial viability of a business with little or no track record. In order to better understand you and your business, please answer the following questions:

1. What education and/or Industry-related experience does/do the principals(s) of your company have that will enable your organization to succeed?  
(Please attach resume of each principal)

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2. How does your company differentiate itself from the competition?

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3. What are your company's anticipated strengths and weaknesses?

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4. Does/Do the principals of your company have any other outside sources of income to support your current lifestyle(s)?

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5. Is there any additional collateral available to further secure this transaction (i.e. free and clear equipment, publicly traded stocks, personal residence with equity, etc.)?

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6. How much cash has/have the principal(s) of the company contributed to capitalize this business venture?

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Please complete and fax to (310) 944-9947