

## STEP 3: Show Your Investment Potential

### Action Items

#### Checklist

	Status?	Target Date?	Responsibility?
<b>1. Review the key conditions investors are looking for.</b>			
<b>2. Conduct a situation analysis of your company and its environment.</b>			
Examine your internal operations to identify strengths and weaknesses.			
Consider all key operational areas: <ul style="list-style-type: none"> <li>• management</li> <li>• marketing</li> <li>• production/manufacturing</li> <li>• finance</li> <li>• human resources</li> <li>• distribution/delivery</li> <li>• research and development</li> </ul>			
Examine your business environment to identify opportunities and threats.			
Consider: <ul style="list-style-type: none"> <li>• economic environment</li> <li>• industry characteristics</li> <li>• market dynamics</li> <li>• competitive climate</li> </ul>			



<b>3. Determine the value of your business for purposes of attracting investors.</b>			
<ul style="list-style-type: none"><li>• Calculate the discounted cash flow value.</li><li>• Determine the investor's expected rate of return. Consider the equity share you'll be selling.</li></ul>			
<b>4. Determine the exit value for the type of exit strategy you've chosen.</b>			