

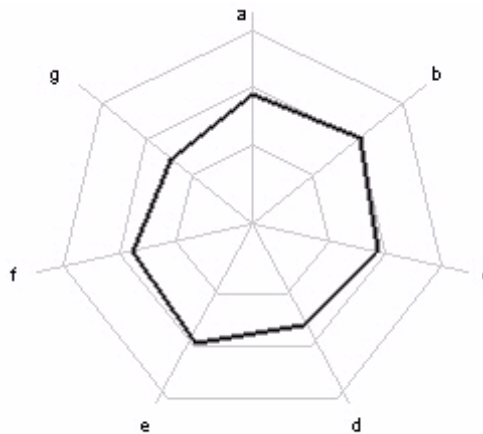
First Look Report

Name
Cooper Advisory Pty Ltd

Report
First Look - Investment
Readiness

Business
Acme Widget First Look

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- a: Presentation
- b: Product
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Presentation

Strengths

- Capability and experience of management team

In need of attention - medium term payoff

- Commentary on risk factors
- Summary of the benefits an investor is looking for
- Two or three page investment summary
- Concise outline of the investment opportunity
- Tabulated summary of revenue and finances

In need of attention - longer term payoff

- Barriers to the entry of competitors
- Tabulation of cash requirements: amount and timing
- Consideration of investor exit arrangements
- Outline of strategic objectives

Product

Strengths

- Response to test marketing

In need of attention - medium term payoff

- Prospects for continuing development
- Ease of manufacture
- Time to get the product to market

In need of attention - longer term payoff

- Product diversification plan
- Variety of potential product applications
- Performance of prototype
- Design quality
- Regulatory approval status
- Response to field trials

Marketing

Strengths ▪ Strengths relative to competing products

**In need of attention -
medium term payoff** ▪ **Market development plan**
 ▪ **Potential for sales growth**
 ▪ **Access to target markets**
 ▪ **Identification of market segments**

**In need of attention -
longer term payoff** ▪ **Potential for Internet marketing and sales**
 ▪ **Response to market research**
 ▪ **Overall competitive position**
 ▪ **Export potential**
 ▪ **Confirmed distribution arrangements**

Business Planning

Strengths ▪ Definition of business objectives

**In need of attention -
medium term payoff** ▪ **Financial management plan**
 ▪ **Sales and marketing plan**
 ▪ **Staff development plan**
 ▪ **Growth plan**

**In need of attention -
longer term payoff** ▪ **Investment recruitment plan**
 ▪ **Product development plan**
 ▪ **Ongoing research plan**
 ▪ **Targets for key financial ratios**
 ▪ **Production management plan**

Investor Impact

**In need of attention -
medium term payoff** ▪ **Reliability of earnings projections**
 ▪ **Adequacy of cash reserves**

**In need of attention -
longer term payoff** ▪ **Magnitude of investor returns**
 ▪ **Availability of growth capital**
 ▪ **Quality of Investment presentation**
 ▪ **Quality of Business Plan**
 ▪ **Existing banking relationship**
 ▪ **Documentation of cash needs and timing**
 ▪ **Details of proposed ownership structure**
 ▪ **Current equity contributions**

Production

**In need of attention -
medium term payoff**

- **Production cost monitoring**
 - **Inventory and stock management systems**
 - **Stability of production arrangements**
 - **Production efficiency as a competitive advantage**
 - **Production management skills**
 - **Supply chain management**
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**In need of attention -
longer term payoff**

- **Layout and efficiency of production line**
- **Production quality management**
- **Availability of equipment and servicing**
- **Outsourcing arrangements**

People

**In need of attention -
medium term payoff**

- **Quality and capability of key staff**
 - **Commercial management skills**
 - **Measurement of staff satisfaction**
 - **Staff commitment to business objectives**
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**In need of attention -
longer term payoff**

- **Availability of key skills**
- **Loyalty of staff**
- **Working conditions**
- **Right person, right job ...**
- **Employment Agreements**
- **Clarity of job definitions**