
1	Have you provided a mission statement (business purpose) and vision statement (company growth)? Are business goals and objectives defined?	
2	Have you provided details on background/company history/effort?	
3	Have you defined the business industry and outlook?	
4	Have you defined critical needs of perceived or existing markets?	
7	Have you identified target market including profile of targeted clients?	
8	Have you described company products and services?	
9	Are products/services competitive and differentiated?	