Product	
Money and Equity the entrepreneur is offering	
Current Sales or Selling price (retail or wholesale)	
Cost per unit	
What do they want to do with the investment money?	
Who is their current target market?	
What is the competitive advantage or USP?	
Product Describe their product ● What is it? ● Why would someone buy it? ● How would they use it? ● What are the features? ● What are the benefits?	
Price ● What is their current retail sales price? ● What is their current wholesale sales price?	
Place ● What is their current distribution/placement? ● What other distribution channels are they seeking?	
Promotion How are they promoting the product?	
What is the final offer?	

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