MILESTONE
ASSET MANAGEMENT

Elemental information about the company or the project

1. Brief description of the history of the company or the project and its financial condition.
2. Company's or project's field of the business.
3. Detailed description of the products or services of the company and its comparative advantages alt. brief prospectus of the business plan and the principles of its economic functioning.
4. Purpose of requested investment and its breakdown.
5. Information about managers or owners of the project including description of their recent activities.
6. Rationale of this company or project offering good prospects.
7. Evaluation of the market, competition, opportunities and threats related to market position.
8. Definition of the key strong and weak aspects of the company or the project.
9. Definition of the key risks and objective opportunities.
10. Identification of time constraints for the investment.
11. Financial plans for 3-5 years. (balance sheet, income statement, cash-flow).
12. Description of the non-financial benefits expected from the investor's participation on the company or the project.