

**50 Questions Investors Will Know The Answers To When Investing In Jared Joyce, Inc.**

**Who are we?**

- Who is the management team?
- What is our expertise and track record?
- Who are our advisors and what are their credentials?

**What is it?**

- What specifically is the invention?
- Is it technology based?
- Is it consumer based?

**Where are we?**

- What is the development status of the invention?
- Do we have a prototype?
- What benchmarks have we already hit?

**Where are we going?**

- What's our goal?
- How long will it take to achieve this goal?
- What milestones will we attain along the way to achieving this goal?

**Who wants it?**

- Who is the target market?
- What is the problem being solved?

**How many people want it?**

- What is the potential market size?

**How do we know they want it?**

- What is our proof of concept?
- What testing/research/studies have we done that confirm our belief that if we build it, they will come?

**How much do they want it?**

- What's the value proposition of the invention?
- Can we sell it?
- At a profit?

**How will we tell them about it?**

- What is our niche?
- How are we positioning ourselves?
- How are we different?
- What is our marketing plan?

**How will we deliver it to them?**

- Who are our distribution channels?

**Who else has it?**

- Who is our competition?
- What is our competitive advantage?

**What are the risks?**

- What are the unknowns?
- What could go wrong?
- How have we quantified those risks?

**What are the rewards?**

- What are the projected financial results?
- What are the potential returns?

**What do we want?**

- What is the business deal that we are proposing?
- Why is the amount of money we are asking for sufficient to achieve the goals of the project?

**What is the exit?**

- How will the investor ultimately cash out of the deal?



**JAREDJOYCE**  
INVENTOR