 **Client Questionnaire**

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| --- |
| **Name:**  |
| **Product(S):**  |
| **Email:**  |
| **Phone:** |
| **Date:** | **Reference #** **(PIE USE ONLY)** |
| Please answer the questions below to the best of your ability |
| 1. **What is your current profession?**
 |
| 1. **What experience do you have in the consumer products field, especially Pet?**
 |
| 1. **Is this your first entrepreneurial venture?**
 |
| 1. **What gave you the idea for your product?**
 |
| 1. **Describe your product(s). What need does it fill and why? Features & Benefits**
 |
| 1. **Give us three reasons why the consumer should buy? (“Made in USA” should not be a choice)**
 |
| 1. **What is the MSRP(Manufacturer’s Suggested Retail Price)**
 |
| 1. **Who is the target consumer? Be as specific as possible.**
 |
| 1. **How many/much do you expect to sell? How large is the potential market?**
 |
| 1. **Where are similar products sold?**
 |
| 1. **Who is the competition?**
 |
| 1. **Do you have a utility or design patent?**
 |
| 1. **Have you formed a company? LLC or Corporation?**
 |
| 1. **Have you approached anyone regarding licensing or sale of your product concept?**
 |
| 1. **Are you currently selling, and if so:**

**a). to whom, how, where and how much:****b). Do you have a published price list?****c). Where is it being produced?** |
| 1. **When needed, do you have an accurate COG (Cost of Goods) as well as fixed and variable costs?**
 |
| 1. **If you are not selling product…Do you have a prototype?**
 |
| 1. **What are your funding plans/needs?**
 |
| 1. **Do you have anything in your financial history which would negatively or positively affect obtaining outside funding?**
 |
| 1. **What is your plan/goal/exit strategy?**
 |
| 1. **Where do you go from here? Do you have any more products or ideas or?**
 |
| **Additional Comments:** |

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