

## Macedonia SME Development Programme

### Investment Readiness Questionnaire

The following exercise invites you to give an update on the current status of your business and as a result develop an action plan to take your business closer to being investment ready. Be realistic in your responses.

NO	QUESTION	RESPONSE	ACTION PLAN
1	My business is at the following stage; <b>A</b> At idea and R&D stage <b>B</b> Researched and business plan completed <b>C</b> Prototype being tested by potential customers <b>D</b> Generating Revenues		
2	The market for my idea is; <b>A</b> At decline stage <b>B</b> At maturity stage <b>C</b> At early adopter stage <b>D</b> At growth stage		
3	My product/ service will; <b>A</b> Have a novelty value <b>B</b> Have a significant market as a new product <b>C</b> Help a lot of businesses/people do something faster, better or cheaper <b>D</b> Save a lot of lives or money for customers		
4	The market for my product /service is; <b>A</b> Flat or shrinking <b>B</b> Growing by less than 10% per anum <b>C</b> Growing by between 10% and 30% per anum <b>D</b> Growing by more than 30% per anum		
5	My competitors are; <b>A</b> Large Companies <b>B</b> Medium sized companies <b>C</b> Small sized companies <b>D</b> Non existent		

6	<p>The market research that I have carried out is;</p> <p><b>A</b> Fairly good but not validated by a third party</p> <p><b>B</b> Fairly good and validated</p> <p><b>C</b> Excellent but not validated</p> <p><b>D</b> Excellent and validated by reputable third party</p>		
7	<p>My business plan is;</p> <p><b>A</b> At early stages of development</p> <p><b>B</b> Almost completed</p> <p><b>C</b> Completed and initial targets being achieved</p> <p><b>D</b> Completed and being used to grow the business</p>		
8	<p>My sales revenue for last year was;</p> <p><b>A</b> Zero</p> <p><b>B</b> €1-€20,000</p> <p><b>C</b> €20,001-€100,000</p> <p><b>D</b> €100,001 +</p>		
9	<p>My sales revenue for next year will be;</p> <p><b>A</b> Zero</p> <p><b>B</b> €1-€50,000</p> <p><b>C</b> €50,001-€250,000</p> <p><b>D</b> €250,000 +</p>		
10	<p>The current status with my Intellectual Property is;</p> <p><b>A</b> All in my head</p> <p><b>B</b> Provisional patent application prepared by me</p> <p><b>C</b> Patent filed in home market</p> <p><b>D</b> Patent filed in multiple markets</p>		
11	<p>I developed my expertise in this market by working in senior positions within the sector for;</p> <p><b>A</b> Never</p> <p><b>B</b> Under two years</p> <p><b>C</b> 2-5 Years</p> <p><b>D</b> Over 5 years</p>		
12	<p>We have the following qualifications within the team;</p> <p><b>A</b> No relevant qualifications</p> <p><b>B</b> Below degree level</p> <p><b>C</b> Degree and Masters level</p> <p><b>D</b> Ph.D. level</p>		

13	My team of professional advisors could be described as; <b>A</b> Limited experience in my sector <b>B</b> Good level of sectoral experience and consulted infrequently <b>C</b> Excellent level of experience and consulted infrequently <b>D</b> Excellent experience and heavily involved in the project		
14	I have invested; <b>A</b> Available time in this business <b>B</b> Significant time in developing this business <b>C</b> Significant time and some money <b>D</b> Significant time and money		
15	I have secured the following funding for this project; <b>A</b> Grant Aid <b>B</b> Commercial Loans <b>C</b> Equity Investment <b>D</b> A mix of funding		
<b>TOTAL</b>			

The following scoring system should be applied;

A=1

B=2

C=3

D=4

**Translate your responses to scores and total in the box provided;**

**What your scores mean**

**Less than 25, you have significant work to do to get your business investor ready**

**Between 26 and 45 you are well on your way**

**Between 45 and 60 you are very close to being Investor ready**