Is this a new product or category?  
If it's not new why are they gonna buy it from you?  
How much is one unit sold for?  
How much do you make from one unit?  
Who are you going to sell it to?  
How did you get into this?  
Is it an equity deal or a royalty deal?  
Do you have sales numbers?  
How long? how many?  
What are your projected sales for next year?  
Do you have a patent on this?  
How do you plan to distribute?  
How much do you hope to make from this product? Where do you want to go with this?  
What is your niche in this market ?  
What return on time will I get back?

1. How much money is in the product? What are your sales? a. 260000 units sold. 1.3 mil in rev gross sales. 260000 net income

2. Mode of selling? a. shows on QVC (42), sold through website

3. Why is this a problem? a. can prevents accidents

4. Cost to make? a. 4 dollars for a pair, sold for 19.99. After retail %50 they make 6$ profit.

1. Patents? a. patents
2. Is this a new category? Can I make money on this?
3. Is this a refinement or a ‘spin off’
4. Market relation? Who are you selling too?
5. Where did this idea come from?
6. How much capital are you asking for?

11. how is this product shared?

a. social media and stuff 12. How many per year? What is your unit projection for next year

equity=forever giving x money to investor (more attractive to investor, typically a smaller % than royalty i think)

royalty=giving x money to investor over y period of time

I want x money for a equ/roy and this is why and this is how I came up with this product