

1EXEC Business Formation Progression Outline - Equity Offering Preparation

Confidentiality-Non Disclosure Agreements Required

- 1) Choose Advisors-Consistent Communication Procedure
 - A. Attorneys-securities/personal
 - B. Finance-Company Controller
 - C. CPAs/Tax Advisors-Company/personal
 - D. Board of Directors
 - E. Advisory Group
 - F. Insurance Advisor
 - G. Estate Planner
- 2) Business Start Expenses
- 3) Communications
 - A. Hardware
 1. Telephone
 2. Fax
 3. E-mail
 4. Computers-Scanners
 - B. Software
 1. Digital Records as PaperPort
 2. Accounting as Quicken/QuickBooks
 - C. Consistent Investor Communications Procedure-update
 - D. Consistent Prospective Investor Communications Procedure- Marketing-update
 - E. Records-backup
 - F. Web Site
 - G. News Release
- 4) Business Operations Location/s
- 5) Choose Business Plan-Proforma (financial projections) writer
 - A. Business Plan Outline
 - B. Business Plan for Investors - Detailed for Operations
 - C. Intellectual Property Plan
 - D. Estate Plan Basics in place
 - E. Chain of Command, entity leadership plan and estate plan basics included with business plan
 - F. Master Business Plan with Business Exit Plan
- 6) Staff Selection
 - A. Business Operations
 - B. Marketing-Operations
 - C. Marketing to Investors
- 7) Stockholders Conference
 - A. Annual
 - B. Monthly-Quarterly
 3. E-mail – Fax – Voice
 4. Teleconference
 5. Web Conference
 6. Web Site-web page with password
- 8) Finance-Equity Offering
 - A. Disclaimer-PPM-Subscription
 - B. Business Plan – Financial Projections – Proforma
 - C. Executive Summary – Investor Marketing Brochure
 - D. Stock Control + Dilution
 - E. Conventional Finance

As one progresses with above outline a timeline will develop. Significant is communication and transparency of operation.

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