



First Capital Equipment Leasing Corp.

LeaseExperts.com

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NEW BUSINESS PROFILE

Business Name:

PLEASE HELP our credit analysts and underwriters better understand A) the many good reasons why this business needs these funds and B) why this transaction makes good business sense for you *and First Capital*. P L E A S E type or print neatly ☺

1. Type / Nature of business:

2. Describe the primary product or service:

3. What related experience or education will enable you to succeed in this venture? Comment on each of the principals (please attach a resumes if available)

4. Who are your major competitors *and* how does your product or service differ? Do you have a "unique selling proposition" or distinctive competence (something that you can offer, but that your competitors can't)?

5. (Retail Only) Location can be the most important single factor in the success or failure of some businesses. What features of your location will contribute to your success?

6. It is not uncommon for new businesses to experience cash flow problems in the initial stages of operation. What arrangements are in place to service these lease payments in the business is less profitable than projected during the first 6-18 months?

7. Describe any other source of income (if applicable) that will support your current life-style as the business grows?

8. How much (cash) capital does *each of the principal's* have at risk in this business? (please list)

- Attach separate sheets whenever necessary -

Prepared By:	Title:	Signature:	Date:
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