

MERVIN EVANS

WWW.mervinevans.com

PO BOX 71351

Los Angeles, CA 90071

323-445-4461

TEST THE WATERS BEST EFFORTS AGREEMENT

Client:

Company Name:

Amount of Funding Request: \$ _____

MERVIN EVANS will assist client to locate investment capital. Evans will help client to prepare investor lead letter package and create investor database.

- 1.) EVANS & Client will write INVESTOR LEAD KIT, 10-15 Minute Investor DVD 25 Copies
- 2.) EVANS will prepare Investor Cover Letters
- 3.) NEW YORK / California VC and INVESTMENT FIRMS
- 4.) Out of Pocket Costs to Client: Payable Mervin Evans Western Union 800 325-6000 Hit 3-3-3

[]-500 Investors \$ 5,000 \$2,500 to Start Bal Due After Project
Agreed


MERVIN EVANS

655 Flower Street Suite 250
Los Angeles, CA 90017

Client _____
Refund Policy No Refunds

**Bank of America
9330 Firestone Blvd
Downey CA**

**ABA 122000661
Account 10520-40148**

Account Name MERVIN EVANS VIDEO

**FAX 775-806-5503
Direct 323-445-4461
Office 310-568-9221
Office Fax 310-568-9225**

Book Ordering # 323 993-6041

Investor Video SCRIPT FOR _____
Company Name

Hello My Name is _____
YOUR NAME

I am the President of _____
Company Name

Do not give anyone any money unless you are in direct contact with me after you have gotten a written agreement and all of your questions are answered !

My phone Number is _____

There is a High Degree of Risk involved in investing in new companies.

This investment is not Approved by any State Department of Corporations or Federal Agency including the Securities Exchange Commission.

Do not Invest any Retirement Income or Life Savings!

Consult with your CPA and Attorney Prior to making any Investment.

This Company is not listed on any Stock Exchange.

Investors not capable of a 100% Loss Should not Consider this Investment.

We are looking for an investor capable of a Major Position

We have an exciting company!

Vision / Mission

In 200[xx], [Company] was [formed / created] to [describe the purpose of your activities]. Overall, our company can be characterized as a [x] (high-profile retail merchant, aggressive distributor or x, quality manufacturer of x--the business and image for your customers to see). Examples of purpose: produce or distribute [x], take advantage of [x], fill the void of [x] Include company vision and mission statements covering your line of products or services: What kind of company do you intend to be? What is your desired company image?

Background

For many years people have [x]. How people managed to do without [your product / service]. The "state of the art"/condition of the industry today is such that [x]. Explain your present situation in the industry vis-a-vis competition or technology, etc. How and where a similar product or service is now being used.

Describe the [concept / opportunity / niche] in your marketplace to exploit as you build your business to the next level, etc. We have just started / completed the design / development / testing / introduction of (product / service) -- a novel and proprietary [x] (example: soap for cleaning vinyl, retail store, construction tool, etc.)

The legal form of [Company] is [Sole Proprietorship / General or Limited Partnership / Corporation / Subchapter S-Corporation], located in [list primary business address as well as satellite locations].

Objectives

Near term and long term.

Revenue projected for fiscal year 19[xx] without external funding is expected to be \$[x]. Annual growth is projected to be [x]% per year through 19[xx]. We feel that within [x] years [Company] will be in a suitable position for [further expansion, an initial public offering or profitable acquisition]. Our objective, at this time, is to propel the company into a prominent market position.

Capital Requirements

According to the opportunities and requirements for [Company] described in this business plan, and based on what we feel are sound business assumptions, our [initial / first year / total] capital requirements are for \$[x] by [date], 19[xx].

To accomplish this goal we have developed a comprehensive plan to intensify and accelerate our marketing and sales activities, product development, services expansion, engineering, distribution and customer service. To implement our plans we require a [loan / investment] totaling \$[x] for the following purposes:

Management Team

Our management team consists of [x] men and women whose backgrounds consist of [x] years of marketing with [list company names], and [x] years of corporate development with [list company names]. Our management team also includes [x] men and women with [x] years of engineering and design with [company], a chief financial officer with [x] years of accounting, administrative, merger and acquisition, banking experience with [company]. Strong company backgrounds pertinent to your management team's functions are good references to demonstrate a solid background and assure a higher probability of future success. In-House Management

[x], President	[x], Vice President of Marketing
[x], Vice President of Sales	[x], Vice President of Finance
[x], Vice President of R&D	[x], Vice President of Operations
[x], Controller	

Outside Management Support [hourly / project basis]

[x], Accountant / CPA	[x], Corporate Attorney	[x], [Type of Consultant]
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Thank You for Watching I look forward to getting with you soon

NAME-	Position		
Company	Phone	Mailing Address	