

## Discover: What is Needed Prior

*Note: It is highly recommended that you conduct all Discover Assessments WITH your client.*

Discover can be completed on-the-fly with a Client or Prospect, or certain fields can be pre-populated before sitting down with the Business Owner:

*Pre-population fields:*

### **Client**

- Owner's Name\*
- Owner's Email\*
- Owner's Postal Code\*
- Business Name\*
- Revenue
- Profit (EBITDA)
- Team Size

### **Prospect**

- Owner's Name\*
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- Owner's Postal Code\*
- Business Name\*
- Revenue
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\* Required Fields

When it is time to conduct a Discover, the following information is needed to proceed (These fields can also be pre-populated before the Assessment):

- Type of Entity\*
- Industry Sector\*
- Number of Employees\*
- Year Established
- Business Postal Code\*
- Revenue\*
- Profits (EBITDA)\*

\* Required Fields

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Additional Information on Required Fields:

### *Type of Entity:*

- This is the legal business structure the business runs under. It influences everything from day-to-day operations, to taxes and how much of the business owner's personal assets are at risk.

### *Industry Sector:*

- The Industry Selection is self-assigned and designated by the North American Industry Classification System (NAICS). If an owner is not aware of their Industry Selection, they can refer to their 1040, Line B, or their 1120 - Schedule K, Line 2.
- **For more information visit: Industry Sector Primer**

### *Number of Employees:*

- Part-time Employees can be aggregated and counted as Full-Time Equivalents.

### *Business Postal Code:*

- Where is the business physically located? The zip code should be the location where the majority of the business is generated. Usually Headquarters.

### *Revenue:*

- This is annual Revenue - can be rounded to the nearest thousand.
- For start-ups, projected revenue for the following year is acceptable.

### *Profits (EBITDA):*

- This is annual Profits and should be rounded to the nearest thousand.
- When a company is operating at a loss, indicated by a negative profit number or zero profit, use \$1 in its place instead.
- **For more information visit: Profits (EBITDA) Primer**