

### **Th. Feb. 7 Technical Data Corporation: Business Plan**

The case contains excerpts from a business plan prepared in late 1980. The entrepreneur, Jeff Parker, proposes to start a company that will supply information to professional investors in the bond market. Among the issues you might address are the following:

1. Should Parker enter the business?
2. Would you invest in this deal?
3. How has the deal been structured? Why? (Note that Parker is selling equity for 10% of the company in the units. The two directors with 1.5% each are buying 3 units each.)