

New Business Qualification

Date: August, 2003

Version: 0.01

Hunter Kane

RESOURCE MANAGEMENT

Introduction

The purpose of this document is for Hunter Kane to quickly gain some pertinent information in order to help us start the decision making process regarding potential business partners.

Please provide the following information and return to Lynn Adamson, Director and Company Secretary, Hunter Kane Limited, 26 Broad Street, Wokingham, Berkshire, RG40 1AB, United Kingdom. Or e-mail to office@hunterkane.com

Your organisation:

- Type of entity, legal structure, ownership and officers/principals
- Company Name, address, telephone, email and website URL
- Size of Company, annual revenues, number of employees and length of time the organisation has been in business
- Current products, programs and services
- Current Markets include the types of companies/ organisations you have in your portfolio and the longevity of relationships
- Current growth Strategy
- Other pertinent information
- Name and Title of primary contact with all relevant contact details

Your Interest in HeartMath:

- What is it about the products and programmes that gained your interest
- How do you see the programs and products fitting in with your current deliverables and overall strategy
- Given the above, what volume and value of business do you envisage delivering in year one, year two and year three (this could be products and/or programmes)
- Outline your marketing plan for achieving your financial goals (please include estimated marketing budget)