

January 28, 2010

Dear Ken,

I hope you are well. I know it has been a long time since I was in contact with you. I wanted to circle back with you to give an update on our business ideas and where we stand going forward.

We as a team did a considerable amount of legwork, developing the business plan, speaking to lawyers and accountants and developing financial projections. In the end we decided that it was not the right business for us, the margins seemed extremely tight and the market quite well saturated, although there is potential out there, the fit was just not quite right. We were disappointed but definitely felt that the experience of going through business planning was extremely valuable and that we made the right decision.

But this experience has not quelled the entrepreneurial flame by any means, if anything it has made it stronger. So although this business was not quite right, I am looking at another option and in fact am working with *Stephanie Craft, The Entrepreneur's Source*, to explore it further. When I mentioned your name she said that she would ensure that the SBDC gets credit for the work she does with me.

So I should be reaching out to you with a different set of ideas and business plans. In the meantime if you have any questions please let me know.

Best wishes,

I.B.
Woodland, CA

The Entrepreneur's Source

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