



Activity 19: A Letter to Potential Stockholders

Refer to the letter you read at http://investor.google.com/founders_letter.html.

Instructions:

After reading Google's letter to shareholders, think about your own company and what you might want to say to potential shareholders when you get ready to go public. Then, using the Google letter as a model, write a letter to your future investors.

Your letter to future shareholders must be at least 2 pages long. Some of the text may come from your business plan. However you approach the investors, you must cover these topics in your letter:

- What makes your company different or unique
- How you plan to manage your company
- How your business will benefit customers
- How your business will benefit employees
- How your business will benefit shareholders
- Your commitment to the leadership of your company

If you are taking this course for a grade or for credit, you will turn in this assignment to your advisor or teacher. Be sure to keep a copy for yourself, so you can refer to it in Lesson 11.

(Print this page as a guide to writing your letter.)