

COMPANY NAME:

DATE:

SLIDES

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QUESTIONS

<p>Solution</p> <ul style="list-style-type: none"> <input type="checkbox"/> How did you come up with the idea? <input type="checkbox"/> What problem are you solving? <input type="checkbox"/> How are you going to make money? <input type="checkbox"/> ... 	<p>Team</p> <ul style="list-style-type: none"> <input type="checkbox"/> Does your team have the experience? <input type="checkbox"/> How do their skills complement to core needs and strategic priorities of the organization? <input type="checkbox"/> Have you assembled your board of advisors? <input type="checkbox"/> ...
<p>Market Size & Adoption</p> <ul style="list-style-type: none"> <input type="checkbox"/> Who is your customer? <input type="checkbox"/> How big is the market opportunity and how many people have adopted the product/service? <input type="checkbox"/> How much does the client pay for this? <input type="checkbox"/> ... 	<p>Channels</p> <ul style="list-style-type: none"> <input type="checkbox"/> How are you going to reach your customers? <input type="checkbox"/> Have you identified distribution partners? <input type="checkbox"/> Who are your suppliers and what is the risk in the supply chain? <input type="checkbox"/> ...
<p>Product</p> <ul style="list-style-type: none"> <input type="checkbox"/> How is your product/service better than current solutions to the customers' problems? <input type="checkbox"/> Is the product/service ready to be deployed? <input type="checkbox"/> Why now? Why this wasn't possible 5 years ago? <input type="checkbox"/> ... 	<p>Protectability</p> <ul style="list-style-type: none"> <input type="checkbox"/> What are you doing on a technical level that is really hard to do? (secret sauce) <input type="checkbox"/> How was the company's IP developed? <input type="checkbox"/> How are you going to create barriers to entry? <input type="checkbox"/> ...
<p>Competitors</p> <ul style="list-style-type: none"> <input type="checkbox"/> What advantages does your competitors have over you? <input type="checkbox"/> Why are you not afraid of the competition? <input type="checkbox"/> Why aren't the big companies working on this? <input type="checkbox"/> ... 	<p>Risk</p> <ul style="list-style-type: none"> <input type="checkbox"/> What are the obstacles to your business' success? <input type="checkbox"/> Are there any regulatory hurdles? <input type="checkbox"/> Are there any product liability risks? <input type="checkbox"/> ...
<p>Financials</p> <ul style="list-style-type: none"> <input type="checkbox"/> What are some of the assumptions behind the financial growth? <input type="checkbox"/> How big are your margins? <input type="checkbox"/> Do you know comparable numbers for similar businesses? <input type="checkbox"/> ... 	<p>Growth</p> <ul style="list-style-type: none"> <input type="checkbox"/> Factors that have prevented you from growing faster? <input type="checkbox"/> How many B2B and/or B2C customer are you hoping to get by 20##? <input type="checkbox"/> What KPIs are you going to track? <input type="checkbox"/> ...
<p>Traction</p> <ul style="list-style-type: none"> <input type="checkbox"/> What traction have you made? <input type="checkbox"/> Have you built a testimonials library? <input type="checkbox"/> How much capital have you raised to date? <input type="checkbox"/> ... 	<p>Capital</p> <ul style="list-style-type: none"> <input type="checkbox"/> How are you going to use the funds? <input type="checkbox"/> What milestones will the financing get you to? <input type="checkbox"/> What's your exit strategy? Who are the potential acquirers? <input type="checkbox"/> ...

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