Endeavor Profile Final Proofreading Checklist (For Proofers / Profile Writers)

This checklist is a resource that can be used while proofreading a profile built using Endeavor's Printable Digital Profile template. For more detailed information on how to construct a profile from scratch, please refer to the Notion page linked HERE. Prior to the final proofreading stage, it is recommended that you do a "content proof" of the profile focused on the narrative content of the profile.

The primary purpose of doing a final proofread is to correct grammatical errors, ensure consistency in style / presentation across Endeavor profiles, and verify that information is presented in a clear, consistent, and easy to understand manner. We recommend using the checklist below to help you catch common mistakes and ensure that the profile you are proofreading is the best it can be.

NOTE: Checklist items listed under "Formatting" are only applicable to profiles that are being shared with panelists in Google Docs format. If you are sending the profile to panelists on Open, checklist items listed under "Formatting" can be skipped.

General guidelines (applicable to the entire profile):

Style Guide

- [ ] The Oxford comma is used throughout (e.g., "The company sells shirts, pants**,** and shoes").
- [ ] Numbers should be formatted as follows:
    - [ ] Currency figures are "$X", not "X USD", or "$X USD". All currency figures should be in USD unless otherwise specified.
    - [ ] Always use the percent sign (%) rather than spelling out the word (e.g. "5%" not "five percent").
    - [ ] Numbers should be rounded to one decimal place.
    - [ ] Thousands are abbreviated to K (e.g., $500K).
    - [ ] Millions are abbreviated to M (e.g., $35M), billions are abbreviated to B, and so forth.
    - [ ] In narrative text, numbers <10 should be spelled out (e.g., "three") unless it is a business metric, dollar amount, or percent. Use the numeral for numbers 10 and higher (e.g., "100").
    - [ ] The pronoun to replace "the company" is "it" not "they," and the profile uses singular verbs for agreement (e.g., "It was founded in 2020" NOT "They were founded in 2020").
- [ ] Any industry or market statistics should be sourced and hyperlinked. List the source and hyperlink that part of the sentence (e.g., "According to the World Bank, the U.S. has a population of over 300M.").
- [ ] Spell out acronyms upon first reference (unless it is "common knowledge" to a global audience - when in doubt, spell it out.
- [ ] Avoid using time-relevant language (e.g., "last year," or "this quarter"). Instead, use the date/year (e.g., "Q4 2023") so that profiles can be easily referenced in the future.
- [ ] Use active voice (e.g., "the company launched the product"). Avoid passive voice (e.g., "the product was launched") whenever possible.

Content Questions

- [ ] Is industry jargon kept to a minimum and clearly defined when used?
- [ ] The narrative should not oversell; be wary of excessive hyperbole and salesy language.

Formatting (for Google Docs profiles only)

- [ ] Font: Inter, 10 pt, black
- [ ] One space between paragraphs

General Information Table:

Formatting (for Google Docs profiles only)

- [ ] Make sure candidate headshot(s) and company logo fit in the cell correctly - use square shape, high quality logo when available.
- [ ] Company name in the first line is hyperlinked to the homepage of the company's website in English.
- [ ] Check all numbers for format consistency – all numbers should be bolded, one decimal place, red for negative values, K for thousands and M for millions are all there.
- [ ] Negative values are red with **bold** "-" signs before the $.
- [ ] Quick sanity check - nothing panelists will get hung up on? Formatting looks consistent?

Company Mission:

Style Guide

- [ ] Mission statement starts with "To" and ends with a period (e.g., "*To democratize access to healthcare."* rather than *"Company XX's mission is to democratize access to healthcare"*).

Formatting (for Google Docs profiles only)

- [ ] Mission statement is italicized.

Company Overview Section:

Style Guide

- [ ] Age and title of the entrepreneur are included and formatted like the following example: David (CEO - 52).

Content Questions

- [ ] Is there a clear description of what the company is / does in the first 1-2 lines? Is the narrative consistent throughout?
- [ ] Are there key terms or comparisons that need to be defined at the outset?
- [ ] Are there any consistency / logic issues with the claims made?
- [ ] Do the story and business make sense from the point-of-view of someone who knows the industry?
- [ ] Do the story and business make sense to someone who doesn't know the industry?

Team Section:

Style Guide

- [ ] Make sure candidates' date of birth (D.O.B.) are correct and match the ages listed in the Company Overview section above. Use month names rather than numbers for clarity (e.g., Jan. 5th, 1997 rather than 1/5/1997) - date formats vary across our markets!
- [ ] Number of key executives doesn't exceed eight, pictures are high quality, and the third column includes: (1) current company responsibilities, (2) past professional roles and experience, and (3) educational background.
- [ ] Academic degrees are only capitalized when the full name of the degree is used (Bachelor of Arts vs. bachelor's in communications). Do not capitalize major or area of study unless it is (1) a language (English, Spanish, etc.) or (2) part of a formal degree name (ex. Master of Science in Accounting and Taxation).

Content Questions

- [ ] Are there any surprises in the org chart (like a non-candidate co-founder) or anything that will give a panelist pause? These should be addressed and explained elsewhere in the profile.
- [ ] Are there any key future hires mentioned in the overview or growth sections? Make sure they're included here under "Key Future Hires" as well.
- [ ] Make sure the organizational chart provided is clear and readable. If it isn't, Endeavor staff should build a simplified version and consider including the full org chart as an additional resource.
- [ ] Make sure the number of employees matches the sum of all employees/team sizes listed in the org chart.

Formatting (for Google Docs profiles only)

- [ ] For the candidate(s) table: "Highest Education Level Attained" column should list just the degree level (High school, Bachelor's degree, Master's degree (non-MBA), MBA, or PhD), not the specific university or area of study.
- [ ] Check that tables follow all formatting instructions (embed LinkedIn links in names, horizontal alignment is consistent, pictures are high quality and fit correctly).
- [ ] Make sure that the number of employees in this section matches the general information table.

Market Section:

Style Guide

- [ ] Check for consistency between the market size listed here and any mentioned market size in the Company Overview or Industry Highlights sections of the profile.
- [ ] TAM/SAM/SOM names are descriptive but direct and short (e.g., "Indonesian e-commerce market" instead of "Company X is operating in the e-commerce industry in Indonesia").
- [ ] TAM/SAM/SOM assumptions are clear, logical, and cited appropriately with all relevant sources included and hyperlinked (e.g., ""According to the World Bank, the U.S. has a population of over 300M.").
- [ ] Industry Highlights section is appropriately sourced, with hyperlinks included in the same format as above.
- [ ] Key competitors section does not include more than eight key competitors, logos are high-quality and close to square-shaped (rectangular logos will get cut off on Open), and the overviews for each competitor are similar in length.
- [ ] Ensure that there is the same number of competitive strengths and weaknesses selected for symmetry (at least three and ideally four on each side).

Content Questions

- [ ] Does the market size logic make sense? Is there an assumption or step that needs to be spelled out?
- [ ] Is the SOM detailing a medium-term (5-7 year) revenue goal for the company? (It should!)
- [ ] Does the Industry Highlight section showcase industry trends and benchmarks? This section should focus on both "macro" trends and more "micro" (i.e. industry specific) trends.
- [ ] The Industry Highlights section should be objective and, in most cases, avoid mentioning the company directly. Make sure that this section is not aimed at "selling" the panelists on the size of the opportunity.
- [ ] Are they missing key competitors that you think should be in there or that panelists will expect to see?
- [ ] Does the "Key Differentiator" for each competitor focus on the competitor's competitive moat (not your candidate's)? Is it as unbiased as possible?
- [ ] Check that the competitive risks are logical and aren't glossing over obvious issues.

Formatting (for Google Docs profiles only)

- [ ] Make sure the market bubble is aligned in the center of the document above the market sizing table.
- [ ] Numbers in the market sizing table match the numbers in the market sizing bubble.
- [ ] Key competitors: Competitor's website's URL is embedded in the company name above the company logo.

Business Section:

Style Guide

- [ ] Ensure that all key metrics (pricing, % revenue, and gross margin) are included for each product.
- [ ] Ensure the use of high-quality product pictures.
- [ ] Products in the product table should be ordered from highest % revenue to lowest, unless there is a good reason not to.
- [ ] Notable clients/partners should only include, at most, the 10 most relevant / important for each. A brief explanation of what these companies are should be included if it is not obvious to a global audience (e.g., "biggest shoe retailer in the country").

- [ ] Customer Segments Table: % revenue in should add to 100%, the listed year should be consistent across segments, and the sum of # of customers x ARPU x % revenue across all segments should add up to the company's total revenue for the specified year.
- [ ] Metrics listed in the Key Metrics section should be consistent with mentions of these metrics throughout the entire profile (check Company Overview and and Value Proposition Metrics sections, especially).
- [ ] Make sure metrics include all relevant units (e.g., explicitly state "production cycle: **4 *weeks***" NOT "production cycle: 4" or "satisfaction rating: **3.9/5**" NOT "satisfaction rating: 3.9").

Content Questions

- [ ] Is the Value Proposition section to the point and compelling? Does it explain the value delivered to **CUSTOMERS** by using the company's solution? Be wary of lists of features and / or competitive advantages.
- [ ] Do the value proposition metrics support the statements made in the Value Proposition section right above? These should not just be general business metrics (e.g., LTV/CAC, revenue, growth rate, etc.).
- [ ] Are the product features clear and concise? (Tendency is too long here)
- [ ] Do the key metrics in the product table align with the statements made throughout the profile?
- [ ] Does the Product Overview paragraph explain clearly how the company's products work together and how a user might interact with the different products? This section *should not* just repeat the features stated in the product table.
- [ ] Does the Business Model section clearly describe how the company makes money and explains each of its revenue streams?
- [ ] Does the Customer Base section include information about all the relevant customers/users of the company's product? Is it detailed enough? Does it provide a complete picture of who the company's products/services are tailored to?
- [ ] Is the sales model(s) chosen consistent with information presented in the rest of the profile?
- [ ] Are the customer segments included in the customer segments table defined concisely, do they align with the Customer Base section, and do they have all the relevant information? Will this table generate any questions that need to be addressed?
- [ ] Are there any key metrics for this business model that *are not* included? Are there any metrics that are not valuable and should be cut?
- [ ] Are there any metrics that will be concerning for panelists? If so, these should be addressed.

Formatting (for Google Docs profiles only)

- [ ] Only the sales models that are applicable should be included (the rest should be deleted).

Growth Section:

Style Guide

- [ ] Check that growth plans mentioned in this section match what is mentioned in the Company Overview and projections in the Financial section.
- [ ] Ensure that there is at least one Growth Resource included. At a minimum, the Endeavor team should build a chart that clearly shows the company's projected revenue and EBITDA growth (these numbers should match the company's financials).
- [ ] If the company provides an additional Growth Resource (product roadmap, etc.), make sure that this is readable, informative, and matches what is mentioned in other sections of the profile. If it does not check all three of these boxes, do not include it.

Content Questions

- [ ] Does the Inflection Point section make a compelling *why now* case?
- [ ] Check that the targets / tactics mentioned in the Short and Long Term Growth sections are attainable and ambitious (respectively), as well as specific and measurable.

- [ ] Sanity check the company's growth plan - is there anything that will concern panelists that should be addressed?

Financial Section:
Style Guide
- [ ] Ensure that numbers in the financial table match those mentioned elsewhere in the profile (Company Overview, Growth Resource, etc.) and the financial statements provided by the company.
- [ ] Fundraising tables: use of funds should be short and fit in one/two lines, amounts must add and match correctly to total numbers stated in the section and throughout the profile.
- [ ] Make sure investor names are spelled out correctly and fully.
- [ ] Make sure the cap table adds to 100% and all relevant investors (>5% ownership or have a board seat) are included individually. Small investors (<5% ownership) without board seats can be grouped together into an "Other" category.
- [ ] Check that the cap table is in descending % ownership order (when two shareholders have equal ownership, sort alphabetically) .

Content Questions
- [ ] If included, are the sources and uses of non-equity capital raised to date explained adequately?
- [ ] Are there any big name investors or impressive numbers that should be brought out earlier?
- [ ] The cap table should have no surprises. Explain any necessary context in the "Investors" section above the cap table.

Formatting (for Google Docs profiles only)
- [ ] Check all numbers for format consistency – one decimal place, red for negative, K for thousands and M for millions are all there.
- [ ] Negative values are red with **bold** "-" signs before the $.

Local Context Section:
Style Guide
- [ ] Check and edit (if necessary) for readability, hyperbole, and pronoun usage / verb agreement (it vs they).
- [ ] Make sure this section is written in the third person ("Endeavor [local office] believes", rather than "we believe").
- [ ] Double check that the correct profile type is selected.

Content Questions
- [ ] Does Local Context oversell the business? (It shouldn't!)
- [ ] Is the tone and content of the Local Context section consistent with the rest of the profile?
- [ ] Does this section address any local market-specific issues to be aware of? This section is the profile writer's chance to highlight any market-specific, context-specific, or candidate-specific details (positive or negative - explaining and addressing the negative).
- [ ] Is the selection journey consistent and comprehensive? Double check that previous selection meetings (SORs and LSPs) and mentor reviews are logged correctly on Salesforce and show up on Open.

Formatting (for Google Docs profiles only)
- [ ] Check that reviewers are listed as "company – position," not the other way around.

All tables
Formatting (for Google Docs profile only)
- [ ] Font: Inter, 9 pt, 3rd gray (row 1, column 3 in standard google docs colors)
- [ ] Make sure all text is aligned left.

- [ ] Only capitalize the first letter of each word in the column header.
- [ ] Make sure row width has some breathing room.
- [ ] Aim to have column headers fit on one line by resizing column widths.