

Quick Info

Company Name:

1 - How many founders does the company have?
Insert the number of founders in numeric format

2 - How many employees work for the company (excluding founders, interns and freelancers)?
This is full-time employees

3 - In which country is the company based?

4 - Industry

Put an industry you think you are or a quick description
The industry will be selected directly on the software (interaction will facilitate the choice), based on your input

5 - In which year was your company started?

6 - Which stage of development is the company facing now?
Blue stage: working on business plan and testing the initial problem-solution assumptions
Development stage: working on the product and setting up operations
Startup stage: already active in the market with revenues up to 250,000
Expansion stage: already active with revenues above 250,000 and looking to scale up operations

7 - Which kind of Intellectual Property (IP) applies to the product/service?

Trademark and/or domain names
Copyright
Patent (including US provisional patent)
Other

8 - Is the company sustainably broken?

Yes
No

9 - Currency

10 - Revenues

First Year
in Three Years Time

Company Profile

Company Name:

1 - Business description

2.a - Company physical address

2.b - Company Website

2.c - Company's LinkedIn

3 - Competitors

Name	Website

4 - Founder Distribution %'s & Shareholders Over 5%

Please list the founder distribution %'s and any shareholders with 5% or more (+ investors if they will convert to >5%)

Name	% of Shares	CEO/Founder
	0%	\$
		\$
		\$

5 - Incorporation Status - Delaware C Corp?

5A - Incorporation Status - If not Delaware C Corp, what are you?

If international include the country

Questionnaire

Team

- 1 - How many founders does the company have?
Insert the number of founders in numeric format
- 2 - How much did the founders invest in the company in terms of capital collectively so far?
Insert the number in U.S. Dollars if a Delaware C-Corp or other US Entity
- 3 - Is the majority of the founders involved in other companies or occupations?
Yes, we use the company as a side project to our current occupation
Yes, but we are committed part time on a continuous basis
No, but we are committed part time on a continuous basis and plan to commit full time once the organizational structure of the company is fully operational
No, we are committed full time
- 4 - What is the average age of the founders?
<25
25-34
35-45
>45
- 5 - Has any of the founders previous entrepreneurial experience?
This is the first entrepreneurial experience for all of us
Yes, at least one of us previously founded a company
Yes, and at least one of us successfully sold a company
- 6 - How many employees work for the company (including founders, interns and freelancers)?
This is full-time employees
- 7 - How long have the members of the core team worked (or studied) together?
Less than 1 year
Between 1 and 2 years
Between 3 and 5 years
More than 5 years
- 8 - How many years of relevant industry experience does the core team have collectively?
Relevant industry experience is experience in your current industry
- 9 - Does any member of the core team have business and managerial background?
No
At least one of us has accomplished business-related studies
At least one of us has work experience
At least one of us has been employed as mid-level manager (e.g. Product manager, Sales manager)
At least one of us has been employed as a top-tier manager (VP and above positions) or had the position in his/her own company with more than 50 employees
- 10 - Does the core team have all the main technical skills (e.g. web development for online services)?
No
No, but we outsource all of them
We have one of the technical capabilities and outsource the rest
We have the majority of the technical capabilities and outsource the rest
Yes

Business Model

- 11 - Is the business scalable?
Yes
No
- 12 - The company's main business model is:
B2C (Business to Customers)
B2B (Business to Business)
- 13 - Which stage of development is the company facing now?
Idea stage: working on business plan and testing the initial problem-solution assumptions
Development stage: working on the product and setting up operations
Startup stage: already active in the market with revenues up to 200,000
Expansion stage: already active with revenues above 200,000 and looking to scale up operations
- 14 - Is the company sustainably broken?
Yes
No
- 15 - Does the company have a board of advisors?
Yes
We can count on external advisors but they are not organized in a board yet
No

- 15a - How many are the advisors?
- 16 - Indicate which, if any, of the following entities are a shareholder of the company
Friends & Family
Crowdfunding
Incubator / Accelerator
Business angel
Venture Capitalist
- 17 - Does the company offer valuable exit strategies to investors?
We did not think about exit strategies so far
We considered some exit opportunities
We have multiple exit opportunities
Companies active in the market have already demonstrated interest in buying us
Big companies demonstrated strong interest and willingness to commit to the acquisition

Product & Market

- 18 - In which country is the company based?
- 19 - Industry
The industry you think you are a quick description
- 20 - How would you define the stage of the product/service roll-out?
Planning the roll-out process has not yet begun
Prospect: we have the first version of the product (alpha or beta) for testing/display purposes, but it's not ready for the market
MVP: We have a minimum viable product (with just enough features to satisfy early customers) released on the market
Market: the complete version of the product is offered to the market
- 21 - Has the demand for the product/services been tested?
No, we are still under testing stage
Yes, the demand has been validated by our main competitors
Yes, the demand has been extensively tested and validated
- 22 - What is the current size of your Total Addressable Market (TAM), in monetary terms?
- 23 - What is the annual growth rate of this market?
- 24 - How high are the barriers to entry of the market the company is targeting for potential competitors?
Very low
Low
Medium
High
Very high
- 25 - How would you define the level of competition in your targeted market?
Dominated by single player
Dominated by several players
Many small players
Some small players
Blue ocean (negligible competition)
- 26 - Existing competitive products/services are:
Excellent
Good
Weak
- 27 - How would you define your product compared to the ones of existing competitors?
Comparable
Comparable, but we innovate in terms of marketing composition/USP
Comparable, but we innovate in terms of execution (e.g. costs, manufacturing, etc.)
Current products solve the same needs with a non-comparable solution
- 28 - How do you relate to international competition?
Competition abroad is already established
Competition abroad is growing but foreign markets are still smaller than the one in our country
Competition abroad is not yet developed
- 29 - Do you plan international expansion?
We are a locally based business, international expansion is not an option for us
International expansion entails big challenges for us
We are considering international expansion but our focus now is on the local market
We already have a plan for international expansion
Our main strategic focus is already global
- 30 - How is the average trend of feedback received so far from early adopters/industry experts?
Mainly negative
Fairly negative
Fairly positive
Mainly positive
All positive
- 31 - How would you define the degree of loyalty of your customers?
Still to be tested or under testing
Low retention: more time is needed to develop higher retention
Average retention: already at good level and can be further improved
High retention: high level of loyalty already developed with customers
- 32 - How strong are the relationships with key strategic partners (including distributors, suppliers)?
No partners contacted so far
We identified and contacted them
Informal agreements already in place
Contracts signed
Contracts signed and serving and serving high volumes

IP & Legal

- 32 - When was the company started?
- 33 - Has a legal entity been incorporated?
Yes
No
- 33a - Year of incorporation (example 2021)
- 34 - Can the company and its founders already count on the support of external legal consultants?
Yes
No
- 35 - Which kind of Intellectual Property (IP) applies to the product/service?
Trademark and/or domain names
Copyright
Patent (including US provisional patent)
Other
- 36 - How would you define the current stage of development of your IP?
Not applicable
If pending for approval
If protection secured at regional level
If protection secured at global level

Please ensure that this data is accurate and that year 1-5 is projection basis have actual attainable goals. For example if you have \$0 revenue right now but your projections say you will make \$1M next quarter, that is 90% of the time inaccurate.

Aggregate Financials to be Inputted		2022	2023	2024	2025	2026	2027
		Last year (fill year)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	Settle the Money You Make	0	0	0	0	0	0
Costs of Goods Sold	COGS, this cost to make and deliver the product or service according to GAAP	0	0	0	0	0	0
Saleses	All Private Costs	0	0	0	0	0	0
Other Operating Costs	All other expenses such as Marketing, Software, Government, Hobbies, Insurance, etc.	0	0	0	0	0	0
EBITDA							
Total Depreciation & Amortization	Taken from Income Statement as of End of Last year	0					
Interest	Taken from Income Statement as of End of last year	0					
Taxes	Taken from Income Statement as of End of last year	0					
Receivables	Taken from Balance Sheet as of End of Last year	0					
Inventory	Taken from Balance Sheet as of End of Last year	0					
Payables	Taken from Balance Sheet as of End of Last year	0					
Capital Expenditures	Take the CapEx amount from last year, then forecast your expected CapEx for the future	0	0	0	0	0	0
Debt	Take the debt on your books from last year, then forecast the debt on the balance sheet for the future	0	0	0	0	0	0
Fundraising Plan	Forecast any future fundraising rounds (not the current open round)	0	0	0	0	0	0
Balance Sheet							
Cash and Cash Equivalents	Taken from Balance Sheet as of End of Last year	0					
Tangible Assets	Taken from Balance Sheet as of End of Last year	0					
Intangible Assets	Taken from Balance Sheet as of End of Last year	0					
Financial Assets	Taken from Balance Sheet as of End of Last year	0					
Deferred Tax Assets	Taken from Balance Sheet as of End of Last year	0					
Short-term Liabilities	Take amount of debt due in the next year	0					
Long-term Liabilities	Take from Balance Sheet as of End of Last year for debt due after one year	0					
Equity	Taken from Balance Sheet as of End of Last year	0					

Y-o-Y Growth					
Year 1	Year 2	Year 3	Year 4	Year 5	
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00

Revenue Ratios					
Last year (fill year)	Year 1	Year 2	Year 3	Year 4	Year 5
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00

last year's EBITDA must be positive

Fundraising

Current Funding Round

This section can and should be filled in a result of the financial projections exercise. As a rule of thumb, you should raise enough capital to cover the negative cashflow you forecast in the next 18 months

1. Capital needed

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2. Use of funds

- Product and R&D
- Sales and marketing
- Inventory
- Operations
- Capital expenditures
- Total (Should Equal Capital Needed)

	A	B
		0%

Past Funding Round

- Round 1
- Round 2
- ...

Round #	Capital raised	Valuation	Closed date
...
...

