

# COMPANY & PRODUCT

- What's the product / the service?
- Can the company have success? How?
- What is the problem that is solved for which customers?
- Business Model and Pricing?
- CAC - which channels? How to scale?
- What is the legal form of the company?
- Financing: Are there other investors?
- Do you already have taken credit money?
- Other commitments? Licences, Revenue-Share, Debts?
- Can you scale the product?

## TEAM

Founders - personal vita: Education / University, Experiences

- Focused 100% on the company?
- Motivation?
- Are you ready to go to hell? Vacation, Weekends, Family
- Why are you the best for this position?
- How high will be your salary? It's all about your shares!

Team?

- CV of the founders?
- All players fully on board? What's the relation to the founders?
- Other shareholders and your relation to them?

# MARKET & COMPETITIVE ADVANTAGE & OPERATIONS

Target Market (DE, EU, US, International)?

- Target Customer?
- Use-Case? (Consumers, Business)
- Describe the Perfect Customer!
- Switching Costs?

Consumer, State of the Market?

- Market Phase? Already present or has to be "prepared"? Maturity?
- Regulation by law, unions, etc.?
- Entry Barriers? (Technology, Laws etc.)
- Seasonality? (Winter / Summer)

## Marketing

- Dependency on Partners?

## Competitors?

- Which players dominate the market?
- Strong competitors with cash, customer basis?

## Scalability?

What needs:

- Capital
- HR
- Organisation/Processes
- Internat

## Dependency of other Partners:

- Suppliers
- Technical Providers
- Licensor