

- How is the market do you plan to get on what period of time?
- Explain how you arrived @ the sales of your industry & its growth rate
- Why does your company have high growth potential
- How do you plan to scale ^{the} your team in the next 12 months?
- What are the major product milestones?
- What have we learned from early versions of product/service
- ~~Are there~~ What are the barriers to entry?
- What is the → company's PR strategy
 - " social & media strategy?
 - cost of customer acquisition
 - projected lifetime value of a customer
 - typical sales cycle between initial customer contact & closing of a sale
- What do you see are the principle risks to the business
- What are the → legal risks
 - regulatory risks
 - product liability risks
- What is the likely exit → IPO or M&A
- What are the key assumptions underlying your projections (finance)?
- How much burn will occur till company gets to profitability
- What future equity or debt financing will be necessary?
- How much equity & debt has the company raised; what is the capitalisation structure?
- What are your unit economics
- What are the factors that inhibit faster growth
- What are the key metrics that the finance management team focuses on?
- What milestones will the financing get you to?
- How efficiently did you work as a team, with 3 people enough?
- Projected conversion/adoption rates

- What is your competitive advantage?
- What is your business most sensitive to?
- What's your audience's/target market's potential growth potential & customer preferences (based on bottom-up & other research), & best marketing channels?
- Describe product in one sentence.