

Hi

Welcome to Trigger Platform. Now we are going to ask you 8 questions and we expect you to answer each one of them in 30 seconds.

▶ **Question 1:** *Who is your target customer? Define the person that needs your product/ service.*

▶ **Question 2:** *Why do they need your product? What pain does your idea cover? Why you think it is a business opportunity?*

▶ **Question 3:** *You got a name for your Project? How would you name your product? Explain abbreviations if any?*

▶ **Question 4:** *Have you shared your idea with anyone? Do you have friends interested in investing their time into this? Got any teammates?*

▶ **Questions 5:** *Define your product technically and explicitly! What category is it? Tell us more about your startup plan. What stage are you at?*

▶ **Question 6:** *What is the Money your customer would pay for this? Is it cheap? What advantages do you provide? Does the customer pay you one time or monthly for example?*

▶ **Question 7:** *Is there any other similar businesses providing similar products/ services? How close are you to them? Name a few competitors. Provide sector.*

▶ **Question 8:** *How specifically are you different from them? Any metrics of differentiation?*

▶ **Optional:** *What is your motivation in executing this idea?*