

My assessment for current stage



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Setting the Vision

LEVEL 2

Every great founder has a strong vision for where the company will go. Now you have yours. Your founding team has crafted a vision for how you'll solve the problem you're tackling. Next investors will expect to see validation that your value proposition is truly valuable to potential customers.

Typical funding options for Level 2 companies include loans or investments from friends & family, personal savings, and personal credit.

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	Team	Problem and Vision	Value Proposition	Product	Market	Business Model	Scale	Investor Exit
9								
8								
7								
6								
5								
4								
3								
2								
1								

3 Team

The team can build the product and understands the value chain.

4 Product

The team possesses an understanding of product management and can manage costs.

2 Scale

Initial evidence shows that multiple markets experience this problem.

3 Problem and Vision

Can articulate why their vision offers a superior value proposition to competitors.

2 Market

The team understands the applicable regulations & has a strategy for compliance.

2 Investor Exit

Has a vision for how to ultimately deliver liquidity to investors.

4 Value Proposition

Customer feedback provides evidence of differentiation and that their solution is significantly better than competitors.

4 Business Model

Has projected revenues and costs and has a strategy to hit them.

Where I hope to be at the end



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Hitting Product-Market Fit

LEVEL 7

This is perhaps the hardest level to achieve, and you've done it. You've proven that you can make a profit from each customer and now you just need to scale up the business. Next investors will be looking to see how you rapidly scale your sales and manage the growing pains of a burgeoning organization.

Typical funding options for Level 7 companies include Series B and C venture capital, and some traditional debt.

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3									
2									
1									

7 Team

The executive team is capable of leading the company through the growth and exit phases.

7 Product

The product is built for scale & new offerings are in progress.

7 Scale

Unit economics are positive in multiple markets.

8 Problem and Vision

Beginning to have systems-level change in solving our problem.

8 Market

Built hard-to-beat partnerships for distribution, marketing, growth.

7 Investor Exit

Has strong relationships with multiple potential acquirers.

8 Value Proposition

Customers are renewing or repurchasing without much sales efforts.

7 Business Model

Business model validated with strong unit economics.