

# Analysis

From all the points in the Analysis learning unit, A) come up with your own checklist (on an extra DIN A4 page) with the points that you consider relevant to your project. B. Carry out an analysis of your semester project/your favorite / start-up idea and would like to submit this analysis as part of a large documentary! Write enough about each point to create at least 2 pages. Assume that you will soon have an angel for the start-up chapter. If successful, you would get a lot of “money” to be able to do the design and implement it later. So get your start-up successfully into the race!

A) come up with your own checklist (on an extra DIN A4 page) with the points that you consider relevant to your project.

## COMPANY & PRODUCT

What's the service?

What's the plan? And how can the company have success?

Which problem resolves this product?

Business Model and Pricing?

Who is the customer?

CAC - which channels?

CLV ?

Retention - How much is it used today?

What is the legal form of the company?

Financing: Are there other investors? Do you already have taken credit money?

Other commitments? Licenses, Revenue-Share, Debts?

Can you scale the product?

## TEAM

Founders - personal vita: Education / University, Experiences

Focused 100% on the company?

Personal story? What has moved you? Motivation.

Are you ready to go through 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

profile of the co-founders?

All players fully on board?

What's the relation between the founders?

Did the team already work at something?

Other shareholders and your relation to them?

MARKET & COMPETITIVE ADVANTAGE & OPERATIONS

Target Market

Market size and development?

Target Customers?

Use-Case? (Consumers, Business)

Describe the Perfect Customer!

Consumer, state of the market

Market Phase - Already present or must be "prepared"?

Entry Barriers? (Technology, Laws etc.)

Marketing

Direct vs Partner? Online?

Dependency on Partners?

Competitors

Are there any competitors on the market?

Scalability

What needs: Capital, HR, Organisation/Processes, Internet?

Partners

Dependency on the partners

Intellectual property

Does product exist? Any Patents? Or registered Trademarks?

Can you operate without restrictions in terms of time and space?

Finance

Turnover / monthly costs / monthly gross profit margin

Salary of the founders

Can the fresh cash be used 100% operationally?

Legal

What type is the company?

Framework agreements with suppliers?

Employment contracts?