

Investment Memo Template

Company Name:

Author:

Overview:

What does this company do, what is its technology, what stage is it in, who founded the company?

Founding Team:

Who are the founders? What are their motivations for starting and building this company? *What's their relevant experience and know-how?* What are their roles? Do they have the execution abilities to build and grow this company? What makes this team 'fit' for this company?

Market & Why Now:

What is the market opportunity? What is the estimated market size? What are the market trends? What makes this a growing market? What are the current trends in this market? What makes this opportunity relevant **now** AKA, "why now"?

Competition:

What does the competitive landscape look like? Who are direct and indirect competitors? What is this company doing differently from their competitors?

Value Proposition and Solution:

What's their unique value proposition? What makes their solution interesting and different from other existing solutions? What's their product 'edge' (technological advantage? Market blindspot? Better experience? How is their product defensible from copying it?

Business Model & Strategy:

What's their business model? Who are their customers? What is their go-to-market strategy?

Threats & Opportunities:

What are the greatest threats this startup is facing that may prevent it from succeeding? What are the greatest opportunities that may help guarantee that this startup succeeds?

Current Status:

What's their current status? What do they already have and achieved in terms of validation/traction/interest?

- Please list your Investment Positives & Investment Concerns
- Why makes this opportunity exciting? If the best case scenario - where do you see this company in a few years from now?

- **The Bottom line - to invest or not invest?**