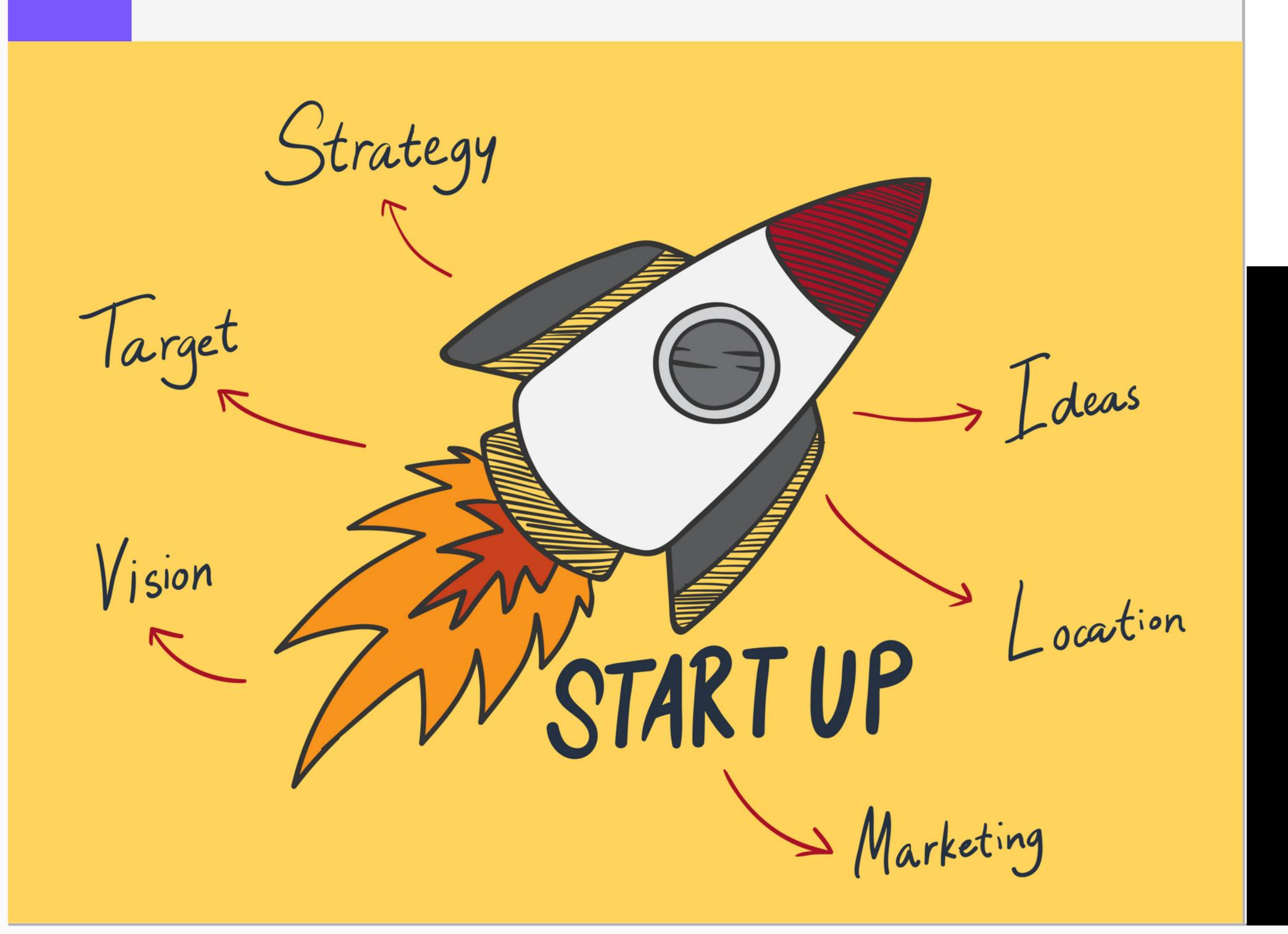


# ANALYSIS

Startup analysis involves assessing the feasibility and potential success of a new business venture through careful examination of factors such as market size, competition, financial projections, and team capabilities.





## **Empathy Map Canvas**

Empathy map canvas is a tool used to understand and visualize the thoughts, feelings, and behaviors of a specific user. It includes sections for observing and empathizing with the user's pain points, needs, and desires.



#### WHAT DO THEY THINK?

WHAT IS THE BUSINESS MODEL OF THE STARTUP?

ARE THERE ANY POTENTIAL COMPETITORS IN THE MARKET?

WHAT IS THE STARTUP'S UNIQUE VALUE PROPOSITION?

WHAT ARE THE POTENTIAL RISKS AND CHALLENGES FACING THE STARTUP?



#### WHAT DO THEY HEAR?

CONVERSATIONS WITH OTHER INVESTORS OR ANALYSTS ABOUT THE STARTUP

NEWS OR MEDIA COVERAGE ABOUT THE STARTUP

PRESENTATIONS OR PITCHES FROM THE STARTUP'S FOUNDERS OR TEAM MEMBERS



#### WHAT DO THEY DO?

CONDUCT RESEARCH ON THE STARTUP'S INDUSTRY AND MARKET

ANALYZE THE STARTUP'S FINANCIALS AND PERFORMANCE METRICS

ATTEND EVENTS OR CONFERENCES RELATED TO THE STARTUP'S INDUSTRY

GOAL

### PAINS VS GAINS







OBSTACLES ACHIEVEMENTS

UNCERTAINTY ABOUT THE MARKET

DISCOVERING NEW AND INNOVATIVE IDEAS

CONCERNS ABOUT THE TEAM'S EXPERIENCE OR EXPERTISE

BUILDING CONNECTIONS AND RELATIONSHIPS

DOUBTS ABOUT THE VIABILITY OF THE BUSINESS MODEL

ACHIEVING FINANCIAL SUCCESS OR RECOGNITION

WHAT OTHER THOUGHTS AND FEELINGS MIGHT INFLUENCE THEIR BEHAVIOR?

> EXPERIENCE IN STARTUP INDUSTRY OR INVESTING

RISK TOLERANCE

WHAT DO THEY FEEL?



EXCITED ABOUT THE POTENTIAL OF THE STARTUP'S PRODUCT OR SERVICE

NERVOUS ABOUT THE RISKS AND CHALLENGES FACING THE STARTUP

IMPRESSED BY THE STARTUP'S TEAM AND THEIR SKILLS AND EXPERIENCE

> SKEPTICAL ABOUT THE STARTUP'S ABILITY TO SUCCEED IN A CROWDED MARKET

WHAT DO THEY SEE?



THE STARTUP'S WEBSITE AND SOCIAL MEDIA PRESENCE

> THE STARTUP'S PRODUCTS OR SERVICES IN ACTION

> REVIEWS OR FEEDBACK FROM CUSTOMERS OR USERS

THE STARTUP'S OFFICE OR WORKSPACE

WHAT DO THEY SAY?

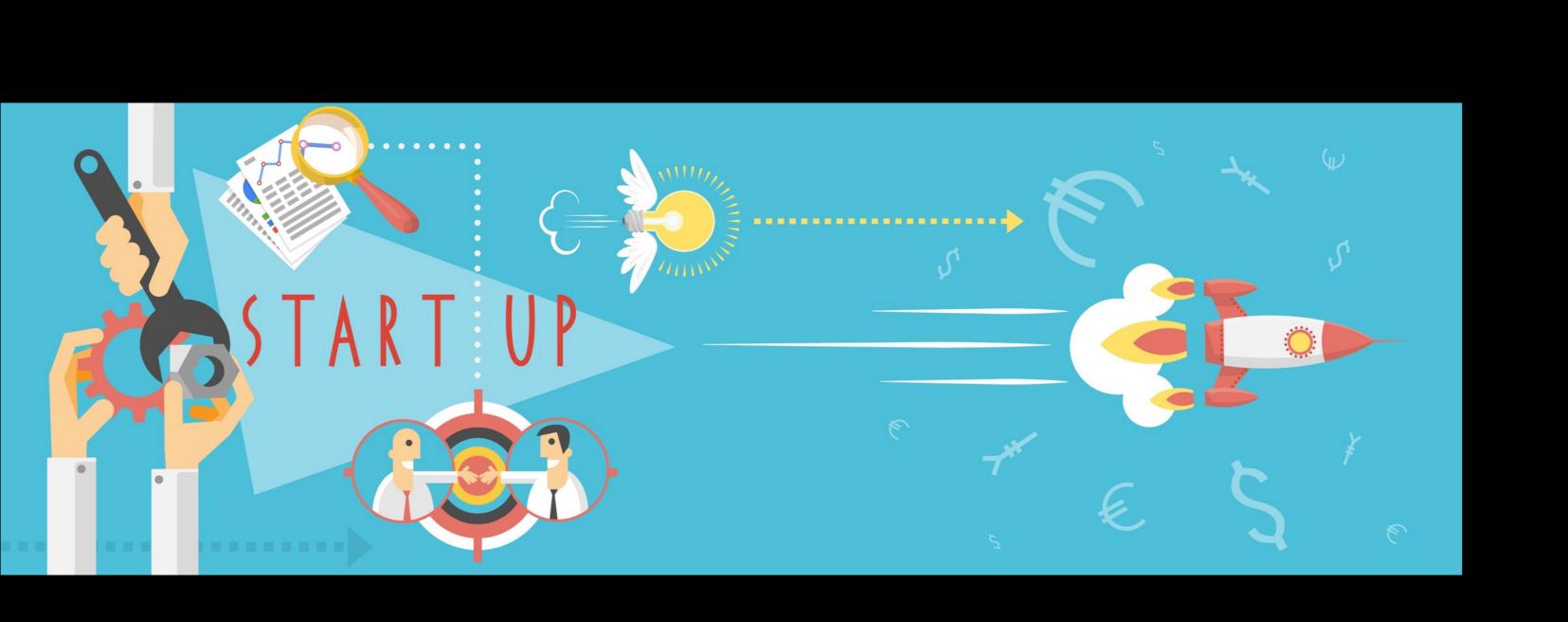


I BELIEVE THIS STARTUP HAS A STRONG POTENTIAL FOR GROWTH

THE MARKET FOR THIS STARTUP'S PRODUCT OR SERVICE IS HIGHLY COMPETITIVE

I HAVE CONCERNS ABOUT THE STARTUP'S ABILITY TO SCALE

I'M IMPRESSED BY THE STARTUP'S TEAM AND THEIR EXPERIENCE IN THE INDUSTRY







NETWORK WITH OTHER INVESTORS OR

ANALYSTS



