Valuation

Is this a one foot hurdle or three foot hurdle?

How could this be a value trap?

Is this a sugar butt? Is this an appreciating/depreciatin asset? Productive/ Non-productive?

Is there an agency cost?

Is this a turnaround story?

Is this a company with big promises/hopes but little track record?

Is this a small company with apparenlty unique ip that could be squashed by big compertitors?

Is this a single product company or is there a fad risk?