

ANALYSIS

COMPANY & PRODUCT

What exactly does your product or service offer?

What specific problem does your product address for customers?

Regarding your business model, how do you approach pricing—Subscription, Fixed, or Freemium?

Are there plans for scaling the product?

TEAM

What's the educational and experiential background of the founders?

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Could you share information about the team, their qualifications, and their commitment levels?

Has the team previously built successful projects or companies?

MARKET & COMPETITIVE ADVANTAGE & OPERATIONS

What is your target market—local, regional, or international?

How protected is your position in the market, and what are the entry barriers?

Who are your main competitors, and how much of the market do they control?

LEGAL

Is your company legally incorporated, and what type of entity is it?

Are there significant legal agreements in place with customers, suppliers, or employment contracts?

PLANNING FOR THE NEXT 12 MONTHS

What challenges do you anticipate in the next 12 months, and what are your growth, sales, marketing, and product development plans?

Why are you seeking additional capital, and do you have unconventional tactics in mind?

STAKEHOLDERS

What expectations do you have from potential stakeholders—money, advice, contacts?

Has the founder thoroughly researched and identified the specific strengths of potential stakeholders in supporting the company?