



# STARTUP ASSESSMENT REPORT

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Startup: BCC TEST

Date: 2021-07-14



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# Launch Readiness Index

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam."



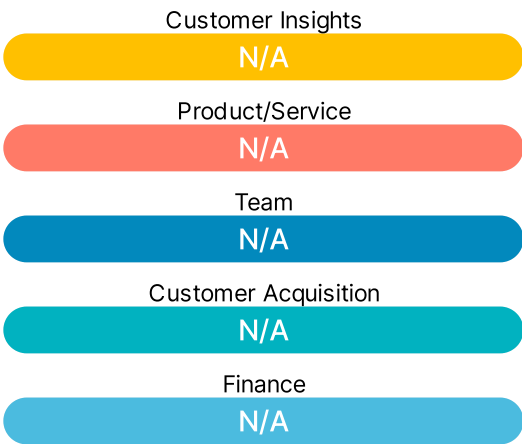
# Investment Readiness Index

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## Functional Profile

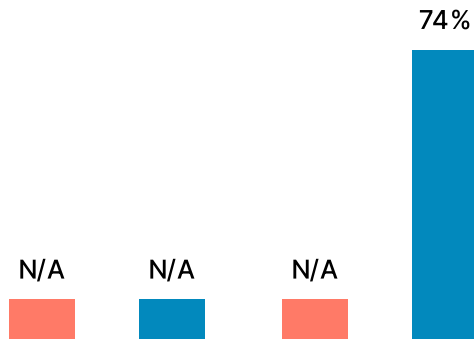
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam."



## Maturity Level Profile

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam."





Compared to others in the same industry.

Compared to others in the same country.



STARTUP

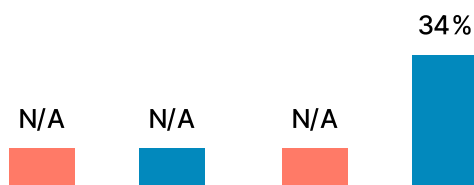


PEERS

**BENCHMARKED**

## LAUNCH READINESS INDEX

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Compared to others in the same industry.

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**BENCHMARKED**

## INVESTMENT-READINESS INDEX

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# Key Strengths

1. N/A

2. N/A

3. N/A



# Key Recommendations

- 1. The founding team needs to engage with more potential customers to ensure that they don't fall into the trap of a "solution looking for a problem". You need to have insights into who your customers are, as well as what they're trying to accomplish and the problems they face along the way.*
- 2. The founding team needs to augment its capabilities in the industry/technology of the startup. These can accrue from the education, job, and/or prior entrepreneurship experience of the existing team, or maybe supplemented by new co-founders, new hires, consultants, and partners. Investors consider the team behind a startup more important than the idea or the product, hence will want to know if the team has the right set of skills, drive, experience, and temperament to grow the business.*
- 3. Founders need to strengthen their management skills in areas such as strategy, business planning, and marketing. These could accrue from education, job, and/or prior entrepreneurship experience of the existing team, or maybe supplemented by new co-founders, team members, mentors, and partners. Investors will want to know that the team has the right set of skills, drive, experience, and temperament to grow the business.*
- 4. You need to define target customers as precisely as possible. The startup needs to identify and classify customer segments based on their commercial relationship with the venture, e.g. free users, paying customers, retail vs enterprise customers. One common mistake that entrepreneurs make is to target their solution at 'everyone' in the belief that the target group should be as big as possible.*
- 5. You need to determine areas in which your startup needs guidance, and seek appropriate mentors from the ecosystem. Experienced mentors/advisors can be invaluable in guiding the startup in business, strategy, technology, networking, etc. Founders need to identify such people based on their alignment with the startup's mission and plans.*

