Company:		Date:							
Industry: Stage:		Stage:	l	С	Capital Raise:				
Brief Description:				•					
INVESTMENT CRITERIA			BETTER SCORE >>>>>>>>>						
<u>Criteria</u> <u>Description</u>			Low Score Average/Unknown High Score						
		d target market? Is							
Target Market	large now or in the future? Stable		1	2	3	4	5		
	or high growth? High priced niche?								
	11101101								
	Problem / nee	d is real? Fad /							
Problem or Need	Short term trend? Sustainable		1	2	3	4	5		
	pain, challenge, need?								
• • •	Better, Faster, Cheaper? Brand? Quality? Efficient? Convenient? 1 2 3 4		_						
Solution	Quality? Efficience Unique? Price		1	2	3	4	5		
	Onique: Frice	r value Flop:							
	Industry knowl	edge, unique skills,							
Team, Board,		y relationships,	1	2	3	4	5		
Advisors		s and/or failures							
T		duct? LTV / CAC?	4	0		4	-		
Traction	Customer ROI	? Key metrics? /enue? Partners?	1	2	3	4	5		
	ψ παίσου / ποι	rende: Farthers:							
	Direct vs. indir	ect? Barriers to							
Competition vs.	entry? Differentiation? Simpler								
Competitive	alternative exis		1	2	3	4	5		
Advantages	obsolescence			_		'	•		
•	Partners? Key	lvantage? Patents? Risks?							
	i aitileis! Ney	r violvo :	I			I			

	Customers or units x \$ Price,								
Revenue Model	Recurring or one-time? ARPU?	1	2	3	4	5			
	LTV? Ways to increase? Sales cycle? High Price vs. Volume?								
	cycle! High Frice vs. volume!								
	Coat of Draduct2 Improve Cross		T .	I	1				
Strategy:	Cost of Product? Improve Gross Margin? Cost & Time to Maintain								
Key Expenses /	Customer / Operations? CAC?	1	2	3	4	5			
Time Efforts	Marketing Strat? Improvements?								
	Rev ARR? Gross vs. Net Rev?								
	Gross Margins & % of revenues?								
Financials	LTV/CAC? Burn/mo & Runway?	1	2	3	4	5			
	Path to profitability?								
	Market penetration required?								
					•				
	Potential Buyers? Why Buy vs.					_			
Exit Opportunity	Build? IPO? Exit Multiples? Big Enough Exit Possible?	1	2	3	4	5			
	Ellough Exit Possible?								
	A		ı	1	4				
Investment	Amount?, Pre/Post-\$?, Post-\$ / Revenues?, Investors?,								
Terms	\$ committed?, Previous \$	1	2	3	4	5			
1011110	Raised & Terms?, Debt?								
			•		•				
	How We Can Help? Directly or								
Strategic Value	Indirectly Strategic? Intro's to	1	2	3	4	5			
Su alegic value	Customers, Partners, Strategics,	ı			"	5			
	Investors, Employees?								
Worst Score: 12 Criteria x 1 = 12									
Avg. Score: 12 Criteria x 3 = 36 Total Score: XX (X%)									
Best Score: 12 Criteria x 5 = 60									