

Revenue Model	Customers or units x \$ Price, Recurring or one-time? ARPU? LTV? Ways to increase? Sales cycle? High Price vs. Volume?	1	2	3	4	5
Strategy: Key Expenses / Time Efforts	Cost of Product? Improve Gross Margin? Cost & Time to Maintain Customer / Operations? CAC? Marketing Strat? Improvements?	1	2	3	4	5
Financials	Rev ARR? Gross vs. Net Rev? Gross Margins & % of revenues? LTV/CAC? Burn/mo & Runway? Path to profitability? Market penetration required?	1	2	3	4	5
Exit Opportunity	Potential Buyers? Why Buy vs. Build? IPO? Exit Multiples? Big Enough Exit Possible?	1	2	3	4	5
Investment Terms	Amount?, Pre/Post-\$?, Post-\$ / Revenues?, Investors?, \$ committed?, Previous \$ Raised & Terms?, Debt?	1	2	3	4	5
Strategic Value	How We Can Help? Directly or Indirectly Strategic? Intro's to Customers, Partners, Strategics, Investors, Employees?	1	2	3	4	5
Worst Score: 12 Criteria x 1 = 12 Avg. Score: 12 Criteria x 3 = 36 Best Score: 12 Criteria x 5 = 60		Total Score: XX (X%)				

