

que_id	que_string	que_type	startup_stage
1	NEWS HEADLINE: In one sentence, what is the big idea. (Hint: think newspaper headline)	Idea	Idea
2	What inspired you to pursue this idea, and what motivates you to see it through?	Idea	Idea
3	How committed are you to turning this idea into a reality, despite potential challenges?	Idea	Idea
4	PROBLEM: WHAT problem, specifically, does this idea address?	Idea	Idea
5	Solution: What is the solution to the problem?	Idea	Idea
6	What you dont want your idea to become?	Idea	Idea
7	If you had to start and launch today, what would be the first thing you would do?	Idea	Idea
8	Who is your target market?	Customer	Idea
9	How do you envision reaching and engaging with your target audience?	Customer	Idea
10	Promise: what's in it for the customer? What good thing – benefit – do they get from your product?	Customer	Idea
11	Proof: Why would the customer believe you can deliver this promise	Customer	Idea
12	Payoff (dramatic difference): How will the customer's life\ be different because of this	Customer	Idea
13	Who are your main competitors, and what sets you apart from them?	Competition	Idea
14	How do you plan to differentiate your offering in the market?	Competition	Idea
15	What are the main risks and challenges you foresee in turning your idea into a successful venture?	Risk Assessment	Idea
16	How do you plan to mitigate these risks?	Risk Assessment	Idea
17	How have potential users or customers responded to your product or solution during your interactions with them?	User Feedback	Validation
18	Can you share any insights or	User Feedback	Validation

	anecdotes from these conversations that have influenced your product development?		
19	What discoveries have you made while testing your prototype or MVP with users?	Prototype Testing	Validation
20	How has user feedback influenced the evolution of your product design?	Prototype Testing	Validation
21	What observations or patterns have emerged from your market tests or pilot programs?	Market Validation	Validation
22	How do these findings inform your understanding of market demand and your product's fit within it?	Market Validation	Validation
23	How have discussions with potential customers informed your approach to pricing?	Pricing Strategy	Validation
24	What considerations are guiding your decisions around setting the price for your product or service?	Pricing Strategy	Validation
25	What insights have you gleaned from studying the competitive landscape?	Competitive Analysis	Validation
26	How do you perceive your positioning relative to competitors, and what opportunities do you see for differentiation?	Competitive Analysis	Validation
27	How are you thinking about attracting your first customers to your product or service?	Customer Acquisition Strategy	Validation
28	Can you discuss any emerging hypotheses or strategies you're exploring to acquire and retain customers?	Customer Acquisition Strategy	Validation
29	What key indicators are you tracking to gauge the success of your validation efforts?	Validation Metrics	Validation
30	How do you interpret fluctuations or trends in these metrics, and what actions do they prompt?	Validation Metrics	Validation
31	In what ways do you envision partnerships contributing to your validation journey?	Partnerships and Collaborations	Validation
32	Can you discuss any potential synergies or shared goals that might drive collaboration opportunities?	Partnerships and Collaborations	Validation

33	How do regulatory and legal factors factor into your validation process?	Regulatory and Legal Considerations	Validation
34	What strategies are you considering to navigate potential regulatory challenges or requirements?	Regulatory and Legal Considerations	Validation
35	How are you incorporating feedback and learnings into the ongoing development of your product or business model?	Iterative Approach	Validation
36	Can you describe how the iterative nature of your validation process is shaping your path forward?	Iterative Approach	Validation
37	How have you scaled your operations to accommodate the growing demand for your product or service?	Scaling Operations	Growth
38	Can you discuss any challenges or opportunities you've encountered while scaling, and how you've addressed them?	Scaling Operations	Growth
39	What strategies have you implemented to acquire new customers at scale?	Customer Acquisition and Retention	Growth
40	How do you approach customer retention and fostering loyalty as your customer base expands?	Customer Acquisition and Retention	Growth
41	How are you penetrating new markets or segments to drive growth?	Market Penetration	Growth
42	Can you share any insights or successes from your efforts to expand your market reach?	Market Penetration	Growth
43	How does your product development roadmap align with your growth objectives?	Product Development Roadmap	Growth
44	What new features or enhancements are you prioritizing to meet the evolving needs of your expanding customer base?	Product Development Roadmap	Growth
45	How has your team evolved to support the company's growth trajectory?	Team Expansion and Development	Growth
46	What initiatives or investments have you made in talent acquisition, training, and development?	Team Expansion and Development	Growth
47	How do you leverage partnerships and collaborations to fuel growth?	Partnership and Collaboration Opportunities	Growth

48	Can you discuss any recent or upcoming partnerships that are strategic to your growth strategy?	Partnership and Collaboration Opportunities	Growth
49	How has your revenue grown since the launch phase, and what factors have contributed to this growth?	Revenue Growth and Monetization Strategies	Growth
50	What monetization strategies are you employing to capture value from your expanding customer base?	Revenue Growth and Monetization Strategies	Growth
51	How do you continue to incorporate customer feedback into your growth strategy?	Customer Feedback Integration	Growth
52	Can you share any examples of how customer insights have influenced strategic decisions or product enhancements?	Customer Feedback Integration	Growth
53	What scalability challenges have emerged as you've experienced rapid growth, and how are you addressing them?	Scalability Challenges	Growth
54	Are there any areas of your business or operations that require particular attention to ensure continued scalability?	Scalability Challenges	Growth
55	How has the competitive landscape evolved as you've grown, and how do you maintain a competitive edge?	Competitive Landscape Dynamics	Growth
56	Can you discuss any competitive strategies or responses to market shifts that have been instrumental in sustaining growth?	Competitive Landscape Dynamics	Growth
57	How are you planning to expand into new markets or geographic regions?	Market Expansion Strategy	Expansion
58	Can you discuss the rationale behind your expansion strategy and the opportunities you see in these new markets?	Market Expansion Strategy	Expansion
59	Are you considering diversifying your product or service offerings to capture additional market segments or address new customer needs?	Product or Service Diversification	Expansion
60	How do you prioritize and evaluate opportunities for product diversification?	Product or Service Diversification	Expansion

61	If applicable, how are you approaching international expansion?	International Growth Considerations	Expansion
62	What challenges or opportunities do you anticipate in entering new international markets?	International Growth Considerations	Expansion
63	How do you leverage partnerships and alternative distribution channels to facilitate expansion?	Partnership and Distribution Channels	Expansion
64	Can you discuss any recent or planned partnerships that support your expansion efforts?	Partnership and Distribution Channels	Expansion
65	How have you ensured that your operations can scale effectively to support the increased demands of expansion?	Operational Scalability	Expansion
66	What measures have you taken to optimize efficiency and manage costs as you grow?	Operational Scalability	Expansion
67	How do your customer acquisition strategies differ in new markets compared to your existing ones?	Customer Acquisition Strategies in New Markets	Expansion
68	Can you share any insights or successes from your efforts to establish a presence in new markets?	Customer Acquisition Strategies in New Markets	Expansion
69	How do you approach adapting your product or service to suit the cultural nuances of new markets?	Cultural Adaptation and Localization	Expansion
70	What strategies do you employ to ensure your brand resonates with diverse audiences?	Cultural Adaptation and Localization	Expansion
71	How do you navigate regulatory and compliance requirements when expanding into new markets?	Regulatory and Compliance Considerations	Expansion
72	Can you discuss any specific challenges or approaches to regulatory compliance in different regions?	Regulatory and Compliance Considerations	Expansion
73	How does the competitive landscape differ in the markets you're expanding into compared to your existing markets?	Competitive Landscape Analysis	Expansion
74	How do you maintain a competitive advantage as you enter new territories or sectors?	Competitive Landscape Analysis	Expansion
75	What key performance indicators	Success Metrics for Expansion	Expansion

	(KPIs) are you tracking to measure the success of your expansion efforts?		
76	How do you evaluate the ROI of expansion initiatives and adjust strategies accordingly?	Success Metrics for Expansion	Expansion
77	How do you perceive your current position within the market, and what sets you apart from competitors?	Market Position and Competitive Advantage	Maturity
78	Can you discuss the strengths and advantages that have contributed to your success in reaching the maturity stage?	Market Position and Competitive Advantage	Maturity
79	How do you foster customer loyalty and maintain high levels of customer satisfaction at this stage?	Customer Loyalty and Satisfaction	Maturity
80	Can you share insights into the factors that contribute to customer retention and loyalty over time?	Customer Loyalty and Satisfaction	Maturity
81	How has your revenue and profitability evolved since the earlier stages of the startup?	Revenue and Profitability Growth	Maturity
82	What strategies have you implemented to sustain revenue growth and ensure profitability in the maturity stage?	Revenue and Profitability Growth	Maturity
83	How do you continue to innovate and evolve your product or service offerings in the maturity stage?	Innovation and Product Development	Maturity
84	Can you discuss any recent product developments or enhancements that have been instrumental in maintaining competitiveness?	Innovation and Product Development	Maturity
85	What is your current market share, and how do you plan to sustain or expand it in the mature market?	Market Share and Expansion Opportunities	Maturity
86	Are there any untapped market segments or opportunities for further expansion?	Market Share and Expansion Opportunities	Maturity
87	How do you optimize your operations to maintain efficiency and manage costs effectively?	Operational Efficiency and Optimization	Maturity
88	Can you share any initiatives or strategies aimed at streamlining processes and improving productivity?	Operational Efficiency and Optimization	Maturity

89	How have you cultivated and protected your brand reputation over time?	Brand Reputation and Trust	Maturity
90	What measures do you take to ensure trust and credibility among customers, partners, and stakeholders?	Brand Reputation and Trust	Maturity
91	How do you attract and retain top talent in the maturity stage?	Talent Management and Organizational Culture	Maturity
92	Can you discuss the role of organizational culture in sustaining success and fostering innovation?	Talent Management and Organizational Culture	Maturity
93	How do you identify and mitigate risks to ensure long-term sustainability?	Risk Management and Resilience	Maturity
94	Can you share examples of how you've navigated challenges or disruptions in the mature market?	Risk Management and Resilience	Maturity
95	What is your vision for the future growth and evolution of the company beyond the maturity stage?	Future Growth Strategies and Evolution	Maturity
96	How do you adapt your strategies to stay relevant and seize new opportunities in a changing market landscape?	Future Growth Strategies and Evolution	Maturity
97	What is your primary objective for pursuing an exit at this stage?	Exit Strategy and Objectives	Exit
98	Can you discuss the rationale behind your chosen exit strategy (e.g., acquisition, merger, IPO)?	Exit Strategy and Objectives	Exit
99	How do you assess the current valuation of the company, and what factors contribute to its value proposition?	Company Valuation and Value Proposition	Exit
100	Can you highlight any unique strengths or assets that make the company attractive to potential buyers or investors?	Company Valuation and Value Proposition	Exit
101	How do market trends and industry dynamics influence your decision to pursue an exit at this time?	Market and Industry Dynamics	Exit
102	Can you discuss any external factors or market conditions that impact the timing and feasibility of the exit?	Market and Industry Dynamics	Exit
103	How do you ensure alignment among stakeholders regarding the	Stakeholder Alignment and Communication	Exit

	exit process and expectations?		
104	What communication strategies do you employ to keep stakeholders informed and engaged throughout the exit journey?	Stakeholder Alignment and Communication	Exit
105	How have you prepared for the due diligence process to facilitate a smooth and efficient exit?	Due Diligence Preparation	Exit
106	Can you discuss the key areas of focus and documentation required for due diligence?	Due Diligence Preparation	Exit
107	How do you navigate legal and regulatory considerations associated with the exit process?	Legal and Regulatory Compliance	Exit
108	Can you discuss any compliance issues or regulatory hurdles that need to be addressed before completing the exit?	Legal and Regulatory Compliance	Exit
109	How do you approach negotiation and deal structuring to optimize value and mitigate risks?	Negotiation and Deal Structuring	Exit
110	Can you share any strategies or tactics you employ to negotiate favorable terms for the exit transaction?	Negotiation and Deal Structuring	Exit
111	What plans do you have in place for the transition period following the exit?	Post-Exit Transition Planning	Exit
112	How do you ensure continuity and smooth integration for employees, customers, and other stakeholders post-exit?	Post-Exit Transition Planning	Exit
113	How do you manage financial and tax implications associated with the exit event?	Financial and Tax Considerations	Exit
114	Can you discuss any strategies or advisors you engage to optimize financial outcomes and minimize tax liabilities?	Financial and Tax Considerations	Exit
115	How do you envision the legacy of the company and its impact on the industry or community post-exit?	Legacy and Impact	Exit
116	Can you share any aspirations or commitments to leave a positive legacy beyond the exit transaction?	Legacy and Impact	Exit