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| **Variables** | **Description** |
| has Patent? | Has any patent related to the product (YES/NO) |
| Any Debt (e.g. active loan)? | Whether the founders have any debt or not (YES/NO) |
| Revenue Model | Select the revenue model based on the indication of the founder (See below description of options) |
| Product or Service | Whether it is a product or a service |
| Retail/E-Commerce/Both | Whether the product/service is sold in physical stores or online stores or both. |
| Seasonality (e.g. only Christmas, summer, etc.) | Whether the product/service gets more sales on specific seasons (YES/NO) |
| Number of Sales ($) Last Year | $ of sales last year |
| Offer | Whether each investor made an offered (YES/NO) |
| Royalty Deal | Whether the closed deal contains any royalty (YES/NO) |
| Loan | Whether the closed deal is fully/partially a loan (YES/NO) |
| Deal | Whether an investor closed a deal (YES/NO) |

**Revenue models:**

1. **Production/Transactional model:** The business that creates the product or service sells it to customers who value and thus pay for it.
2. **Rental/Leasing model:** Renting is an agreement where a payment is made for the temporary use of a good, service or property owned by another.
3. **Advertising model:** It is often used by Media businesses which use their platforms where content is provided to the customer as an advertising space.
4. **Licensing model:** The business that owns a particular content retains copyright while selling licenses to third parties.
5. **Freemium models:** It works by offering a product or service free of charge while charging a premium for advanced features, functionality, or related products and services.
6. **Subscription model:** The business provides a product or service to a customer who in return pays a pre-determined fee at contracted periods of time to the business.