

Dear all,
these questions should provide you with a comprehensive understanding of the City Vision start-ups' origins, challenges, opportunities, and vision for the future. Feel free to adapt them to suit the specific context and focus of the innovative start-up you're interested in interviewing. [Here](#) you can find the list of companies.



COMPULSORY QUESTIONS

1. **Founding Team Composition and Origin:**
 - a. Can you introduce the founding team and their roles within the startup?
 - b. How did the members of the founding team come together? Did they have prior professional or personal connections?
 - c. When and how was the initial idea for the startup conceived?
2. **Idea Generation:**
 - a. What inspired the creation of your startup? Were there any specific market gaps that you identified?
 - b. Did the idea evolve over time, and if so, what were the key catalysts for its evolution?
3. **Obstacles Faced:**
 - a. What are the main obstacles or challenges your startup has encountered since its inception?
 - b. How has the team worked to overcome these obstacles? Can you provide examples of successful strategies?
4. **Facilitators and Funding:**
 - a. Could you share insights into the sources of funding for your startup? (e.g., venture capital, angel investors, crowdfunding, private capital)
 - b. Are there any strategic partnerships or collaborations that have significantly facilitated your startup's growth or development?

OPTIONAL

1. **Future Plans:**
 - a. What are the long-term goals and visions for your startup?
 - b. Are there any upcoming product launches, expansions, or initiatives that you can share with us?
2. **Impact and Social Responsibility:**
 - a. Does your startup have a social or environmental mission? How do you integrate social responsibility into your business model?
 - b. Can you share any specific initiatives or projects your startup has undertaken to make a positive impact on society?