# Current Options

* Market Leader
* News
* Intro by another connection
* Intro by another entrepreneur
* Web search Online research
* Visit to ecosystem
* Due diligence of another company
* Relationship with entrepreneur
* Relationship with ecosystem
* Cold e-mail
* Linkedin
* Inbound web notification
* Intro by another investor
* Demo day/Event
* Procore App Marketplace
* Pitchbook
* Suffolk Applicant Pool
* Portfolio Companies
* Warm Intro
* Due Diligence Competitors
* Competitor Landscape
* Crunchbase
* AngelList
* Portfolio Browsing
* Relationship with Accelerator
* Intro by Limited Partner (LP)
* Campus Associate
* Interviewee Process
* Thesis Research
* Relationship with service provider
* Personal relationship
* Blog
* Database
* Non-dilutive grants
* Deep Dive
* Conference
* Sourcing Infrastructure

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# New Options

* News (eg. Blog, LinkedIn)
  + Blog
  + LinkedIn
  + Article
* Introduction by Connection (eg. LP, Investor, Friend)
  + Limited Partner
  + Investor
  + Campus Associate
  + Another entrepreneur
  + Founder
  + Friend
  + Service provider
  + Ecosystem/Accelerator/Incubator
    - Visit
    - Call
    - Demo Day/Event
* Competitive Analysis from Another Company
* Research Tools Category Browsing (eg. PitchBook, AngelList)
  + Pitchbook
  + AngelList
  + Crunchbase
  + Tracxn
* Investor Portfolio & Marketplace (eg. Brick & Mortar, Procore)
* Thesis Research
* Conference
* Other (specify in details)

# New Reason For Passing Options

Should be “multiple select”

* No Interest (e.g., no spike on any factors)
  + Not interesting enough
* Pain Point & Value Proposition (e.g., nice-to-have)
  + Doubt on value proposition
* Product (e.g., too early product, bad UX, lacking key features)
  + The product is bad and they don’t have any good CONTINUE
  + Tech is too early
* Market Size & Growth (e.g., too small)
  + Market size
  + Exit strategy
* Team (e.g., lacking founder, wrong founder-problem fit)
  + Not the best team and visionary founder
  + Reservation on team
* Competition (e.g., differentiation, defensibility, competitive to portfolio)
  + Not enough defensibility
  + No proprietary tech
  + Not enough differentiation
  + No tech defensibility
  + Competitive to portfolio company
* Growth & Traction (e.g., too slow, not enough)
  + Very slow progress
  + Missing traction
* Unit Economics (e.g., Margins, CAC/LTV ratio)
  + Gross margins
* Deal Dynamics (e.g., price, ownership, structure, instrument)
  + Overvalued and could’t develop dedication under… CONTINUE
  + Overvalued
  + Tokenized equity
  + No path to ownership
  + Deal dynamics
* Go-to-market Strategy (e.g., not scalable, too difficult)
  + Lacked viable go-to-market strategy
  + Business model not scalable
  + Go-to-market is too difficult
* Outside of Fund Focus (e.g., business model, industry, company maturity, acquired, location)
  + Nonprofit
  + B2C
  + Consumer
  + Doesn’t fit ESX thesis - Loosely related to construction CONTINUE
  + Outside of thesis
  + Have already been acquired
  + Already acquired
  + Acquired already
  + Have already been acquired and are not as good as CONTINUE
  + Too early stage
  + Too late for investment
  + Location
* Other

# Old Reason For Passing Options

* Have already been acquired
* Not enough defensibility
* Not interesting enough
* Not looking for funding
* Overvalued and could’t develop dedicated under… CONTINUE
* Overvalued
* Could not find contact info
* Very slow progress
* Doesn’t fit ESX thesis - Loosely related to construction CONTINUE
* Already acquired
* The product is bad and they don’t have any good CONTINUE
* Have already been acquired and are not as good as CONTINUE
* Lacked viable go-to-market strategy
* Acquired already
* Too early stage
* Not the best team and visionary founder
* Gross margins
* Nonprofit
* Location
* No information
* Tokenized equity
* Consumer
* Competitive to portfolio company
* Missing traction
* No path to ownership
* B2C
* Not enough differentiation
* Exit strategy
* Outside of thesis
* No reply
* Doubt on value proposition
* Business model not scalable
* Go-to-market is too difficult
* Deal dynamics
* Tech is too early
* No proprietary tech
* Too late for investment
* Market size
* No tech defensibility
* Reservation on team