



Research Memo

<<COMPANY NAME>>

Prepared for: <<CLIENT>>

Date: <<DATE>>

COMPANY PROFILE

Three sentences on what the company does, the market that it's in, and things to watch out for in the next 12 months.

Company Details

Name <<COMPANY NAME>>

Location <<HEADQUARTERS LOCATION>>

CEO <<CEO's NAME>>

Website <<website URL>>

Social Media <<twitter>> <<Instagram>> <<FB>> <<tiktok>>

Company profile

Industry <<INDUSTRY>>

Business Category <<Prompt>>

Company size 1-10 employees ▾

Annual revenue \$0,000,000.00

Date founded <<YEAR>>

Mission/Vision <<TAGLINE>>

What problems are they trying <<PROMPT ANSWER>>
to solve

How are they going to solve <<PROMPT ANSWER>>
them

KEY DISCUSSION POINTS

- Key issues for an investment committee or portfolio manager to consider
- Across different areas like traction, team, market, etc.
- Ideally 5-7 discussion points
- At a high level but substantive
- Can be statements or thought-provoking questions

GENERAL OVERVIEW

How the company describes itself and its business model..

The core customer and problem the company is focused on.

The most meaningful recent milestones that reveal momentum and direction.

TEAM ANALYSIS

Leadership team's names and titles.

The founders' relevant experience and demonstrated strengths.

How well the team's skills and backgrounds align with the company's mission.

Any notable gaps or areas where additional leadership would strengthen execution.

Any key board members or advisors and how well they match with the team.

Links to LinkedIn, recent podcasts, panels on youtube, etc.

TECH AND PRODUCT REVIEW

What the product actually delivers today and its future roadmap.

Indicators of product maturity and development discipline (update cadence, integrations, documentation).

The degree to which the product approach feels differentiated or well-matched to the problem.

Technical information on the architecture, tech stack, integrations, and compliance.

MARKET GROWTH POTENTIAL

The market category and the strength of demand drivers within it.

Trends or shifts that make this a timely or not timely opportunity.

Where the company appears to sit relative to broader market movement.

What dependencies the company has on the market currently versus the ability to pivot

GTM AND CUSTOMER TRACTION

Evidence of customer interest or validation.

Any case studies or testimonials that are publicly available.

Signs of repeatability, momentum, or early product-market fit.

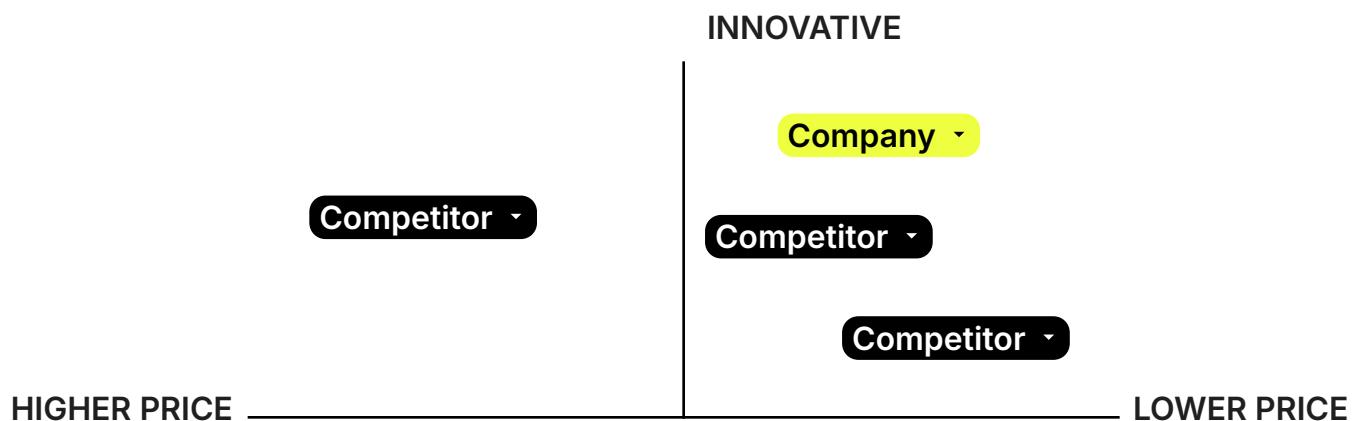
COMPETITIVE ANALYSIS

Competitor Description

- List companies offering similar products or services. Be specific and include large and small competitors.
- Consider alternative products or services that might meet the same needs

Competitive Advantage

- Articulate how this company differentiates itself from the competition
- Highlight market opportunities
- Support the competitive advantages with data whenever possible



Competitor**Competitor****Competitor**

CONVENTIONAL

Competitor SWOT Analysis

Strengths	Weaknesses
Internal factors that give the account a competitive advantage. Focus on unique capabilities, resources, or market position. Examples: Strong brand reputation, innovative products, loyal customer base, efficient operations, skilled workforce.	Internal factors that can hinder the account's progress. Identify areas for improvement or potential vulnerabilities. Examples: Limited market share, outdated technology, high costs, lack of skilled personnel, weak distribution network.
Opportunities	Threats

External factors that the account can use for growth or improvement.

Identify emerging trends, market gaps, or favorable conditions.

Examples: New market segments, technological advancements, changing regulations, economic growth, competitor weaknesses.

External factors that can negatively impact the account.

Identify potential risks and challenges.

Examples: Intense competition, economic downturn, changing customer preferences, disruptive technologies, regulatory changes.

COMMUNITY AND VISIBILITY

How actively and effectively the company engages with its audience or ecosystem (e.g. ranging from stealth to multiple daily social media posts)

Signs of early community formation or advocacy (e.g. Discord groups, telegram, number of x followers, Linkedin followers)

Presence in relevant industry conversations or events. (e.g. panels, podcasts)

Any links to blog posts, thought leadership, marketing campaigns

REGULATORY AND LEGAL ISSUES

The regulatory environment surrounding the category.

Any visible compliance signals, certifications, or legal considerations.

How regulatory dynamics might influence adoption or pace of growth.

List of patents and IP issues, if any.

Jurisdictional issues, especially as it relates to data sharing and privacy.

YELLOW FLAG SIGNALS

Claims vs reality: Public claims not corroborated by customers, partners, filings, or product evidence.

Founder dynamics: Inconsistent founder bios, unverifiable histories, or long unexplained public gaps.

Hiring issues: Visible churn, short tenures, missing early execs, or job postings that contradict narrative.

Market volatility exposure: Heavy dependence on a shaky sector, regulation-sensitive niche, or unstable ecosystem (visible via customers, integrations, GTM focus).

Dependence on key platforms: Over-reliance on a single cloud, model provider, marketplace, or integration partner.

Technical footprint: Minimal GitHub, patents, technical talks, or credible product documentation.



Advisors/partners/board signals: Advisor-heavy cap table, unclear partner roles, or weak/irrelevant board composition.

External validation gap: No independent press, user buzz, case studies, or third-party references.



About this Research Memo

This report was created for you by [Sago](#), a platform built to support the way modern investors actually work. Sago draws on your own data, patterns, and judgment to surface what matters, reduce operational drag, and help you move through the investment process with more clarity and less friction. It is designed not to replace an investor's instincts, but to strengthen them.

Sago was incubated within [Sentinel Global](#), through the firm's research and tooling arm, Sentinel Labs, which focuses on building thoughtful, practical systems for investors navigating complex markets. The team behind Sago has decades of combined experience in venture and product innovation, and the product reflects what we've learned on both sides of investing and startups: what slows investors down, what sharpens conviction, and what makes relationships stronger.

We always welcome feedback or questions. If there are ways this format can be more useful, if you'd like deeper analysis on a particular area, or if you want to explore how Sago can support more of your workflows, we would be glad to continue the conversation.

Please reach out to us at hello@heysago.com