

## **Market**

1. What is the customer main point being solved by the venture?
2. What is size of the market the venture is addressing?
3. What is the estimated growth rate of the market?

## **Team**

4. Please provide details of current role in the venture, experience and educational background of promoters and key management team. Also provide details of equity holding of founders and key employees.
5. Please provide department wise break-up of current employees, e.g., tech, marketing, operation etc.

## **Technology**

6. Provide details of current technology suit used by the Company.
7. How the technology is different / superior to the competitors?
8. Who are the current competitors?
9. Provide revenue, ebitda, market share and funding of largest competitors.
10. What is the competitive advantage and USP? Please provide comparison with top competitors (product feature, pricing, geographical spread etc.).  
Product, Pricing & Customer

11. Please provide details of current product line and pricing.

12. Which are the other products in pipeline? Please share your product development strategy in future.

13. Please explain the use cases for the customers.
14. Please provide customer tractions in past (quarterly for last 3/4 quarters).
15. Explain the business model and sales channels.
16. Please provide details of go to market and customer acquisition strategy.
17. Please provide details of partnership?
18. How does the venture deliver after sales service?

### **Revenue Model & Cost structure**

19. Unit Economics-Average revenue per customer for different products, revenue shared with various partners, Gross margin, Cost of goods sold, operating cost and net margin.
20. Provide HO level cost

### **Financial Details**

21. Please provide past traction, monthly break up of revenue and EBITDA.
22. Please share projections for next 2-3 years. Please explain sources of revenue. Provide current break up of revenue and projected break-up for next 2-3 years.
23. Total fund requirement during the round and details of fund utilization.
24. Past investment details and last round valuation.
25. Please provide current shareholding pattern (fully diluted). Has the company taken any debt like instrument?
26. What is the Valuation expectation of current round?
27. When are you planning to raise next round of funding? Please provide indicative amount and valuation expectation.