**1. Company Overview**

* *Product/Services Overview*:

“Describe the primary products and services offered by [Company Name]. What are the main features, functionalities, or unique aspects that differentiate these offerings? Provide details about how these products or services meet customer needs.”

* *Value Proposition*:

“Summarize [Company Name]’s core value proposition. What key benefits does the company deliver to its customers? How does it position itself as a valuable solution in its market?”

* *Customers*:

“Describe the primary customer segments for [Company Name]. Who are the typical end-users or businesses that purchase or use the products/services? Highlight any specific industries, demographics, or customer needs targeted.”

* *Revenue Model*:

“Explain [Company Name]’s revenue model. How does the company generate revenue from its products or services (e.g., subscriptions, licenses, sales, or recurring fees)? Include pricing strategy and any noteworthy elements of the model.”

* *Go-to-Market Strategy (GTM)*:

“Detail [Company Name]’s go-to-market strategy. How does the company reach and acquire customers (e.g., direct sales, partnerships, digital marketing)? Outline any unique distribution channels or customer acquisition strategies.”

* *Employees*:

“Provide an overview of the company’s workforce. How many employees does [Company Name] have? Are there notable concentrations in certain departments, such as engineering, sales, or customer support?”

* *Management Team*:

“Introduce the key members of [Company Name]’s management team, including their roles, backgrounds, and relevant experience. Highlight any particular strengths or relevant past successes.”

**2. Market Overview**

* “Describe the current state of the market in which [Company Name] operates. Include the size, growth trends, and any notable recent changes. Who are the main competitors, and what is the competitive landscape like? Highlight key customer trends, regulatory factors, or technological advancements impacting this market.”

**3. Investment Thesis**

* “Articulate the investment thesis for [Company Name]. Why is this an attractive investment opportunity? Describe the primary drivers of growth, competitive advantages, market positioning, and any unique aspects of the company that provide an edge. Include how [Company Name]’s strengths align with potential market expansion, revenue growth, or profitability improvements.”

**4. Risks**

* “Identify and analyze the main risks associated with investing in [Company Name]. Include potential market risks, operational challenges, regulatory concerns, and competitive threats. Explain how these risks could impact [Company Name]’s financial performance or market position. Describe any risk mitigation strategies the company has in place or could consider.”