

# UK Property Management Platform Investment Scoring Checklist

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Company: \_\_\_\_\_

Date of Assessment: \_\_\_\_\_

Prepared by: \_\_\_\_\_

## Scoring Guidelines

- **Score Range:** 0-5 for each question
- **0:** Completely fails to meet criteria/No information available
- **1:** Significantly below expectations
- **2:** Below expectations
- **3:** Meets basic expectations
- **4:** Exceeds expectations
- **5:** Exceptional performance/offering

## Section Weightings and Risk Assessment

- **Total Available Points:** 300
- **Low Risk Investment:** 225+ (75%+)
- **Moderate Risk Investment:** 180-224 (60-74%)
- **High Risk Investment:** Below 180 (Below 60%)

## Market & Business Model (Weight: 20%)

**What is the platform's unique selling proposition compared to established competitors?**

Weightage: \_\_\_\_/15 points

Scoring Criteria:

- 5: Clearly differentiated USP with demonstrable competitive advantage
- 4: Strong USP with potential competitive advantage
- 3: Identifiable USP but similar to competitors
- 2: Weak differentiation from competitors
- 1: Minimal differentiation
- 0: No clear USP

**Who is the target customer (landlords, property managers, institutional investors)?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Well-defined target market with proven product-market fit
- 4: Clear target market with strong initial traction
- 3: Defined target market but limited validation
- 2: Broad/undefined target market
- 1: Misaligned target market
- 0: No clear target market identified

**What is the revenue model (subscription, commission, transaction fees)?**

Weightage: \_\_\_\_/10 points

**Scoring Criteria:**

- 5: Proven, scalable revenue model with multiple streams
- 4: Clear revenue model with demonstrated traction
- 3: Defined revenue model but limited validation
- 2: Uncertain or unproven revenue model
- 1: Problematic revenue model
- 0: No clear revenue model

**What is the current market share and growth trajectory?**

Weightage: \_\_\_\_/15 points

**Scoring Criteria:**

- 5: Market leader with strong growth (>30% YoY)
- 4: Significant market presence with good growth (20–30% YoY)
- 3: Established player with moderate growth (10–20% YoY)
- 2: Small market share with some growth (<10% YoY)
- 1: Minimal market presence with flat growth
- 0: No market presence or declining share

**What is the total addressable market size in the UK?**

Weightage: \_\_\_\_/10 points

**Scoring Criteria:**

- 5: Large TAM (£1B+) with clear growth potential
- 4: Substantial TAM (£500M–£1B) with growth
- 3: Moderate TAM (£100M–£500M)
- 2: Limited TAM (£50M–£100M)
- 1: Small TAM (<£50M)
- 0: Undefined or shrinking TAM

**Is there potential for international expansion?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Clear international strategy with proven model transferability
- 4: Strong potential with some international validation
- 3: Identified potential but no concrete plans
- 2: Limited international potential
- 1: Significant barriers to international expansion
- 0: No international potential

## Financial Performance (Weight: 15%)

**What are the current revenue, growth rate, and profitability metrics?**

Weightage: \_\_\_\_/15 points

Scoring Criteria:

- 5: Strong revenue (£5M+), high growth (>50%), profitable or clear path to profitability
- 4: Good revenue (£1M–£5M), solid growth (30–50%), near breakeven
- 3: Moderate revenue (£500K–£1M), acceptable growth (15–30%), reducing losses
- 2: Low revenue (<£500K), modest growth (<15%), significant losses
- 1: Minimal revenue, flat growth, high burn rate
- 0: No revenue or declining revenue

**What is the customer acquisition cost (CAC) and lifetime value (LTV)?**

Weightage: \_\_\_\_/15 points

Scoring Criteria:

- 5: Excellent LTV:CAC ratio (>5:1)
- 4: Strong LTV:CAC ratio (3–5:1)
- 3: Acceptable LTV:CAC ratio (2–3:1)
- 2: Concerning LTV:CAC ratio (1–2:1)
- 1: Poor LTV:CAC ratio (<1:1)
- 0: Unknown or unsustainable metrics

**What is the burn rate and runway?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Low burn rate with 18+ months runway
- 4: Moderate burn rate with 12–18 months runway
- 3: Manageable burn rate with 9–12 months runway

- 2: High burn rate with 6–9 months runway
- 1: Concerning burn rate with <6 months runway
- 0: Unsustainable burn rate

### How does the unit economics work for each customer segment?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: Highly profitable unit economics across all segments
- 4: Profitable unit economics with clear scaling benefits
- 3: Break-even unit economics with path to improvement
- 2: Below break-even but improving unit economics
- 1: Poor unit economics with unclear improvement path
- 0: Unsustainable unit economics

### What are the margins on different revenue streams?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: High margins (60%+) across all streams
- 4: Good margins (40–60%) across major streams
- 3: Acceptable margins (20–40%) with improvement trend
- 2: Low margins (10–20%) with some concerns
- 1: Very low margins (<10%)
- 0: Negative margins or unknown

### Does the company have recurring revenue, and what percentage?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: High recurring revenue (80%+)
- 4: Strong recurring revenue (60–80%)
- 3: Moderate recurring revenue (40–60%)
- 2: Limited recurring revenue (20–40%)
- 1: Minimal recurring revenue (<20%)
- 0: No recurring revenue

## Technology & Product (Weight: 15%)

### Is the platform built on modern, scalable architecture?

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: State-of-the-art architecture with proven scalability
- 4: Modern tech stack with solid scalability features
- 3: Adequate architecture with some scalability considerations
- 2: Dated architecture with scaling limitations
- 1: Problematic architecture with known issues
- 0: Unsuitable architecture for the business model

**What is the product roadmap for the next 12-24 months?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Comprehensive roadmap aligned with market needs and clear execution strategy
- 4: Solid roadmap with good market alignment
- 3: Decent roadmap with some market validation
- 2: Basic roadmap with limited validation
- 1: Unclear or unrealistic roadmap
- 0: No defined roadmap

**How does the platform handle data security and GDPR compliance?**

Weightage: \_\_\_\_/15 points

Scoring Criteria:

- 5: Exceptional security practices with certifications (ISO 27001, etc.)
- 4: Strong security measures with documented GDPR compliance
- 3: Standard security practices with basic compliance
- 2: Basic security with some compliance gaps
- 1: Inadequate security or compliance concerns
- 0: Major security vulnerabilities or non-compliance

**What integrations exist with other property systems (accounting, banking, etc.)?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Extensive integration ecosystem with API marketplace
- 4: Multiple strategic integrations with major systems
- 3: Several useful integrations with common platforms
- 2: Basic integrations with limited functionality
- 1: Few/poor integrations creating workflow issues
- 0: No meaningful integrations

### How user-friendly is the interface for both property managers and tenants?

Weightage: \_\_\_/15 points

#### Scoring Criteria:

- 5: Exceptional UX with demonstrable efficiency improvements
- 4: Very intuitive interfaces with positive user feedback
- 3: Good usability with some positive feedback
- 2: Basic functionality but usability issues
- 1: Poor user experience with frequent complaints
- 0: Unusable interfaces causing workflow problems

### What is the platform's approach to mobile accessibility?

Weightage: \_\_\_/10 points

#### Scoring Criteria:

- 5: Fully featured native apps with excellent ratings
- 4: Responsive design and good mobile app options
- 3: Mobile-responsive web app with basic functionality
- 2: Limited mobile compatibility
- 1: Poor mobile experience
- 0: No mobile accessibility

## Team & Leadership (Weight: 10%)

### What experience does the founding team have in property management/proptech?

Weightage: \_\_\_/15 points

#### Scoring Criteria:

- 5: Extensive industry experience (10+ years) with previous proptech success
- 4: Strong industry experience (5–10 years) with relevant background
- 3: Moderate industry experience (3–5 years)
- 2: Limited industry experience (<3 years)
- 1: Minimal relevant experience
- 0: No relevant experience

### Is there a balance of technical and property expertise in the leadership?

Weightage: \_\_\_/10 points

#### Scoring Criteria:

- 5: Ideal balance of technical, property, and business expertise

- 4: Strong mix of complementary skills
- 3: Adequate coverage of key competencies
- 2: Some skill gaps requiring additional hires
- 1: Significant skill imbalances
- 0: Critical skill gaps in leadership

### What is the employee retention rate?

Weightage: \_\_\_/5 points

#### Scoring Criteria:

- 5: Exceptional retention (>90% annually)
- 4: Strong retention (80-90% annually)
- 3: Industry average retention (70-80% annually)
- 2: Below average retention (60-70% annually)
- 1: Poor retention (<60% annually)
- 0: Critical retention problems or unknown

### Are there key person dependencies?

Weightage: \_\_\_/10 points

#### Scoring Criteria:

- 5: Well-distributed responsibilities with succession planning
- 4: Limited dependencies with knowledge sharing processes
- 3: Some dependencies but mitigated with documentation
- 2: Significant dependencies on founders/key staff
- 1: Critical dependencies with no contingency plans
- 0: Business would fail if key person left

### What is the company culture and values?

Weightage: \_\_\_/5 points

#### Scoring Criteria:

- 5: Strong, positive culture with lived values and high engagement
- 4: Well-defined culture with good employee satisfaction
- 3: Defined values with average engagement
- 2: Underdeveloped culture with some issues
- 1: Poor culture with engagement problems
- 0: Toxic culture or high turnover

## Competitive Landscape (Weight: 10%)

### Who are the main competitors and how does this platform differentiate?

Weightage: \_\_\_\_/15 points

Scoring Criteria:

- 5: Clear competitive edge in a well-understood landscape
- 4: Strong differentiation from identified competitors
- 3: Some differentiation in competitive market
- 2: Limited differentiation with many competitors
- 1: Minimal differentiation in crowded market
- 0: No differentiation from established competitors

**What barriers to entry exist to protect against new competitors?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Multiple strong barriers (patents, network effects, exclusive partnerships)
- 4: Several significant barriers to entry
- 3: Some meaningful barriers to entry
- 2: Few barriers to entry
- 1: Easily replicable business model
- 0: No barriers to entry

**Are there any potential disruptors on the horizon?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: No identifiable disruptors and adaptive strategy in place
- 4: Limited disruptive threats with mitigation plans
- 3: Some potential disruption but being monitored
- 2: Significant potential disruption with limited response
- 1: Major disruptive threats with inadequate response
- 0: Existential threats from identified disruptors

**What is the platform's strategy for maintaining competitive advantage?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Comprehensive strategy with innovation pipeline and market positioning
- 4: Clear strategy with resource allocation for continued advantage
- 3: Basic strategy focused on current advantages
- 2: Limited forward-looking strategy
- 1: Reactive approach to competition
- 0: No strategy for maintaining advantage



## Regulatory & Compliance (Weight: 10%)

### How does the platform address UK property regulations and compliance?

Weightage: \_\_\_\_/15 points

#### Scoring Criteria:

- 5: Comprehensive compliance with built-in updates for regulatory changes
- 4: Strong compliance features covering all major regulations
- 3: Adequate compliance capabilities for core regulations
- 2: Basic compliance features with some gaps
- 1: Limited compliance functionality
- 0: Non-compliant with key regulations

### What certifications or accreditations does the platform hold?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: Multiple relevant certifications and industry accreditations
- 4: Key certifications in place (ISO, etc.)
- 3: Standard industry certifications
- 2: Limited certifications
- 1: In process for certifications
- 0: No certifications or accreditations

### How does the platform handle anti-money laundering (AML) requirements?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: Advanced AML capabilities with automatic checks and reporting
- 4: Strong AML features integrated into workflows
- 3: Standard AML compliance functionality
- 2: Basic AML features requiring manual processes
- 1: Limited AML capabilities
- 0: No AML functionality

### Is the platform prepared for potential regulatory changes in the sector?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: Proactive monitoring with rapid update capability and industry involvement

- 4: Good awareness with flexible architecture for updates
- 3: Awareness of upcoming changes with update plans
- 2: Limited preparation for regulatory changes
- 1: Reactive approach to regulation
- 0: Unprepared for regulatory changes

## Customer Satisfaction & Retention (Weight: 10%)

### What is the current customer retention rate?

Weightage: \_\_\_\_/15 points

#### Scoring Criteria:

- 5: Exceptional retention (>95% annually)
- 4: Strong retention (85–95% annually)
- 3: Good retention (75–85% annually)
- 2: Average retention (65–75% annually)
- 1: Below average retention (<65% annually)
- 0: Poor retention or unknown

### What do customer reviews and testimonials suggest about satisfaction?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: Outstanding reviews (4.5+ rating) with strong testimonials
- 4: Very positive reviews (4.0–4.5 rating)
- 3: Good reviews (3.5–4.0 rating) with some concerns
- 2: Mixed reviews (3.0–3.5 rating)
- 1: Poor reviews (<3.0 rating)
- 0: Negative reviews or no reviews available

### How does the platform handle customer support?

Weightage: \_\_\_\_/10 points

#### Scoring Criteria:

- 5: 24/7 multi-channel support with excellent response times
- 4: Extended hours support with good response metrics
- 3: Standard business hours support with acceptable metrics
- 2: Limited support options with delayed responses
- 1: Poor support infrastructure
- 0: Inadequate or non-existent support

### What is the average onboarding time for new customers?

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Rapid onboarding (<1 week) with minimal disruption
- 4: Efficient onboarding (1–2 weeks) with good support
- 3: Standard onboarding (2–4 weeks)
- 2: Extended onboarding (1–2 months)
- 1: Lengthy onboarding (>2 months)
- 0: Problematic onboarding with frequent issues

## Growth Strategy (Weight: 10%)

**What is the platform's strategy for acquiring new customers?**

Weightage: \_\_\_\_/10 points

Scoring Criteria:

- 5: Multi-channel acquisition strategy with proven economics
- 4: Clear strategy with demonstrated traction
- 3: Defined strategy with some validation
- 2: Basic strategy