Useful links:

* <https://github.com/ravi-s/RateStartup>
* <https://youtu.be/C27RVio2rOs> // Michael Seibel – building product
* <https://www.youtube.com/watch?v=Dlgt1Ydbfas> // AMA with Rohit Goyal from windrose
* <https://www.youtube.com/watch?v=Fkem1VKeBU4> // AMA with Rohit Goyal from windrose

9th Nov, 2020

We will create a comprehensive methodology of rating the startups to achieve the following:

1) We will quantitatively evaluate a company as much as possible

2) The startups would feel that we are comprehensive and they would be impressed

3) The VCs would feel that we are comprehensive and they would be impressed

You may add to the above, but for me, these three objectives (one has a true value and the other two have marketing value) are core.

16th Nov, 2020

Trying to recap what we discussed yesterday:

1) Decision taking by a VC includes (i) subjective & (ii)objective assessment. We are trying to create a model only on “objective assessment”, and we are trying to do this in “convincingly better” ways than them. The methodologies adopted by us ought to be not only “better”, but “convincingly better”

2) In order to create this “objective assessment”, we have to come up with a “rating system” to evaluate startups which should be fairly exhaustive

3) We should also have communication content (not more than two paragraphs) one for VCs and another for startups who would be “impressed” with our quality & competence

Additional points:

1) At first, one has to build a desire within himself to do this. One good way of doing this is to imagine where we are in a year from now, and whether we are relishing it and pushing on to go further

2) The critical part of all models including this is “speed”. We should move as fast as possible

23rd Nov, 2020

We discussed the following: (add if I have missed any)

The rating system should have considerable market value, i.e. there should be “clearly highlighted” points where both VCs & startups (our two customers) would listen to us. Else if we put the same generic evaluation system (however comprehensive or exhaustive it may be) in the same language as prevalent in industry, neither of the two customers would be motivated to listen to. A VC may not take in kind manner if we tell him that his evaluation is not exhaustive

This presents a “marketing” scenario before us, i.e. how to “market” our service, i.e. evaluation system.

One good way that I particularly feel is to take help of methodologies adopted by world class rating company like Moody’s and desi ones like CRISIL or ICRA