

Investor Questions (Translated)

Category: Tip 1: copy the tablet and write down the answers to all questions. Another option is voice messages. Only those who have prepared can improvise.

Question: Tip 2: when the pitch is ready, record a video and send it to the experts you know to get feedback and know your weaknesses in advance. The pitch can also be placed for free in the Startup Hunt channel (7 thousand subscribers, startup reviews)

Answer: Tip 3: If you're not sure if you gave a good answer to a specific question, write it to the @startup_networking chat and ask for feedback. Chat participants are experienced investors and entrepreneurs. Another place where you can ask a question: the section "Questions" on vc.ru.

Category: business model

Question: How will you earn money?

Category: business model

Question: Everyone, and a few startups in front of you, say they can monetize the data they collect. What is your plan?

Category: business model

Question: Wow... can you explain your business model. Why is she like this?

Category: business model

Question: How is your company promoting or planning to market its products or services?

Category: business model

Question: What will happen to your business model if you disable ads?

Category: business model

Question: How well does your model scale across target sectors?

Category: business model

Question: At what point do you take the money?

Category: business model

Question: Is monetization working now?

Category: business model

Question:

Considered a unit economy?

Category: business model

Question: In your financial forecast, operating costs do not increase. Why is that?

Category: business model

Question: Is your plan to receive money like a subscription?

Category: business model

Question: What is your monetization strategy?

Category: business model

Question: How will you make money for your investors?

Category: business model

Question: Tell us how are you going to start selling? And how do you plan to develop them?

Category: business model

Question: What sales have you had so far?

Category: business model

Question: What is the margin?

Category: business model

Question: I think you are asking too high a price. Won't take off.

Category: business model

Question: What is your cost structure?

Category: business model

Question: What is the cost of attracting one client?

Category: business model

Question: What is your marketing budget?

Category: business model

Question: How long does it take to become profitable?

Category: business model

Question: How much money will be spent until the startup gets to profitability?

Category: business model

Question: If I invest, how much money will you earn next year?

Category: business model

Question: What SAS?

Category: business model

Question: What is your sales forecast?

Category: business model

Question:

What is the assessment method?

Category: business model

Question: Have you calculated the cost of the device?

Category: business model

Question: Can you break down 50K by spending per quarter?

Category: business model

Question: How many of these devices need to be made and sold to earn 50K?

Category: business model

Question: What is your commission?

Category: business model

Question: Why do you take exactly X% commission?

Category: business model

Question: Do you have a clear given financial model, how did you come up with it?

Category: business model

Question: Why are we talking about B2C if there is an obvious B2B model?

Category: business model

Question: Do you already have pre-orders?

Category: business model

Question: How does the economy unit work in your case?

Category: business model

Question: How can you be sure that you are monetizing the customer's relationship with the service? Since after the match, work begins directly

Category: business model

Question: You said you have clients. What is the average check amount?

Category: business model

Question: Do you have an economy unit for a marketplace or a crm system?

Category: business model

Question: Who pays the commission? Seller or Buyer?

Category: business model

Question: How much of the company's revenue comes from upsells?

Category: investment proposal

Question: How else can I, as an investor, help your project?

Category: investment proposal

Question: How much do you value yourself?

Category: investment proposal

Question: How big can your company get?

Category: investment proposal

Question: How are you going to spend investor money?

Category: investment proposal

Question: How will investing help you?

Category: Investment proposal

Question: Who is your current investor?

Category: Investment proposal

Question: Why don't you do it without our investment?

Category: Investment proposal

Question: Who else have you shown your project to?

Category: Investment proposal

Question: Have you been to any accelerators or incubators?

Category: Investment proposal

Question: What are the biggest risks for an investor?

Category: Investment proposal

Question: How much money do you need and why? Tell us about your investment proposal

Category: Investment proposal

Question: Will existing investors participate in the round?

Category: Investment proposal

Question: How much did you personally invest in the project?

Category: Investment proposal

Question: Look like a mature business, investments won't help you

Category: Investment proposal

Question: Can you tell us more about your project? Why are you investing?

Category: Investment proposal

Question: In a year and a half, you have grown to \$3,000. This is weak traction. Investor money is needed to accelerate growth. Why are you growing so slowly?

Category: Investment proposal

Question: Why do you need 50K? Why are you leaving for Europe so late?

Category: Investment proposal

Question: The presentation says 25k, but you applied for 50k. What will you do with the money and will 25k be enough for you?

Category: Investment proposal

Question: If you get an investment, what will our partnership look like?

Category: Investment proposal

Question: How and where are you incorporated?

Category: Investment proposal

Question: Who owns your company?

Category: Investment proposal

Question: Can you tell us about the structure of the company?

Category: Investment proposal

Question: What is your exit strategy?

Category: Investment proposal

Question: When do you personally plan to sell your share?

Category: Investment proposal

Question: Who will be the likely buyers of your stake?

Category: Investment proposal

Question: You have achieved something before through investment. How much money have you made since then?

Category: Investment proposal

Question: Have you tried looking for big investment rounds?

Category: Investment proposal

Question: Why did you apply to our foundation?

Category: Investment proposal

Question: If this idea is so cool, why don't you take out a loan?

Category: Investment proposal

Question: Okay, that's enough. Why should I write you a check right now?

Category: Investment proposal

Question: What happens if I give you twice as much/less money?

Category: Intellectual property

Question: Do you have a patent?

Category: Intellectual property

Question: What regulatory approvals do you need and how far have you progressed in this regard?

Category: Intellectual property

Question: Are there other people who can claim to be responsible for your ideas?

Category: Intellectual property

Question: What legal risks do you see?

Category: Intellectual property

Question: Are you aware of any product liability risks?

Category: Intellectual property

Question: What regulatory risks may affect your business?

Category: Intellectual property

Question: What intellectual property do you own?

Category: Intellectual property

Question: Have any employees or partners gone who may be challenging these intellectual property rights?

Category: Intellectual property

Question: Are there any additional patents pending or planned?

Category: Intellectual property

Question: Are you sure that the company's intellectual property does not violate the rights of third parties?

Category: Intellectual property

Question: How has the company's intellectual property evolved?

Category: Intellectual property

Question: Will any former team members have potential rights to the company's intellectual property?

Category: Intellectual property

Question: Are any contributors covered by non-competitive or intellectual property agreements that overlap with your project?

Category: Intellectual property

Question: What key intellectual property does the company own (patents, patent applications, copyrights, trade secrets, trademarks, domain names)?

Category: Intellectual property

Question: Will this be enough for all preparatory licenses?

Category: Intellectual property

Question: Did you apply for a patent in Russia or somewhere else?

Category: Team

Question: How did you come up with this idea?

Category: Team

Question: What do you understand that others do not?

Category: Team

Question: Are you fully committed to the project?

Category: Team

Question: Where is your headquarters?

Category: Team

Question: Where do you get the expertise and what is its quality?

Category: Team

Question: Are you working on a project full time?

Category: Team

Question:

Are you ready to change your idea?

Category: Team

Question: Have you considered various modifications of your idea?

Category: Team

Question: Would you like to move to the USA?

Category: Team

Question: Do an elevator pitch for 20 seconds. Right now. Start.

Category: Team

Question: After receiving the investment, you plan to switch to full-time. How is everything working now?

Category: Team

Question: How do you understand customer needs?

Category: Team

Question: How much money will be spent on the founders' salaries?

Category: Team

Question: Why should an investor bet on you?

Category: Team

Question: How diversified is your team? Or will you die without investment?

Category: Team

Question: What project were you in the accelerator with?

Category: Team

Question: Do you have any experience in this industry?

Category: Team

Question: Is there an expert in the team who worked with this market?

Category: Team

Question: What options have already been granted?

Category: Team

Question: What are the shares of the founders?

Category: Team

Question: Who plays what role on your team?

Category: Team

Question: Who does the accounting?

Category: Team

Question: Name someone you chose not to include as a founder and why?

Category: Team

Question: What key roles might need to be hired in the near future?

Category: Team

Question: You have a team of 6 people, the shares are evenly distributed. Do you have a business person? Who will make decisions?

Category: Team

Question: Do any of the founders want to sell their stake now? Why?

Category: Team

Question: What hypotheses do you have about the target audience and business model?

Category: Team

Question: From a developer candidate's point of view, what is their motivation for joining your project?

Category: Team

Question: You have 6 founders. Are they involved in technical activities or are they more like investors?

Category: Team

Question: If I understand correctly, in addition to the project, you are also engaged in certain types of entrepreneurial activity. Tell us about your experience

Category: team

Question: I read that your co-founders are involved in the operations of other companies. Give a comment

Category: Team

Question: On what basis did you distribute the shares between the members of the team?

Category: Team

Question: Do you have any mission? Do you want to change something?

Category: Team

Question: Why did you come here?

Category: Team

Question: Suppose some person wrote a bad review about you on the vc.ru website. How will you react?

Category: Team

Question: This is a small business, not a startup. refute

Category: Team

Question: Suppose I want to invest in you 3 times the requested amount. But on the condition that I get 51% in the company. Tell us how you will make a decision, why you will refuse or agree.

Category: Team

Question: What makes your team the right fit for this business?

Category: Team

Question: You say that in five years you will have 100 employees. You now have six. What will the rest do?

Category: Team

Question: What motivates you?

Category: Team

Question: Who is your boss? What happens if one of the founders leaves the company?

Category: Team

Question: Who on your team is the easiest to replace?

Category: Team

Question: Do you have advisors or mentors?

Category: Team

Question: What unique skills and talents does each of the founders bring to the table?

Category: Team

Question: What key additions to the team are needed in the short term?

Category: Team

Question: How did you find your co-founders?

Category: Team

Question: How do we know your team will stick together?

Category: Team

Question: What else have you created together?

Category: Team

Question: What's the worst thing that happened to you?

Category: Team

Question: Tell us what your team managed to do impressive?

Category: Team

Question: What is the funniest thing that happened while working on a project?

Category: Team

Question: What's the biggest mistake you've made?

Category: Team

Question: Tell us about a difficult problem you solved?

Category: Team

Question: Having a service station, you want to order development from outside. Why?

Category: Team

Question: Do you have your own development team? What is the technology stack?

Category: Team

Question: Do you have experience in IT?

Category: Team

Question: What should be the command for scaling?

Category: Competitors

Question: Why is your product or service better than others on the market?

Category: Competitors

Question: Who do you most or least aspire to be like?

Category: Competitors

Question: Tell us about your weaknesses compared to your competitors

Category: Competitors

Question: Why is the price of your product different from that of your competitors?

Category: Competitors

Question: Can you compare your service and competitors?

Category: Competitors

Question: What do you think the level of customer satisfaction of your project and competitors can be connected with?

Category: Competitors

Question: What gives your company a competitive advantage? What is your unfair advantage?

Category: Competitors

Question: What competition do you fear the most?

Category: Competitors

Question: Why wouldn't a huge corporation create something like this?

Category: Competitors

Question: Why do you think someone hasn't done this before?

Category: Competitors

Question: What happens if existing competitors add this functionality?

Category: Competitors

Question: What is your weak point? Have you done a SWOT analysis at all?

Category: Competitors

Question: How will you compete in the international market?

Category: Competitors

Question: What is your competition with Company X?

Category: Competitors

Question: How long will it take a competitor to take you out?

Category: Competitors

Question: Why do you consider Company X to be your competitor?

Category: Competitors

Question: What is unique compared to other services?

Category: Competitors

Question: Why can't competitors replicate this technology if it's so clear and simple?

Category: Competitors

Question: Are you familiar with comparative figures for similar industries?

Category: Competitors

Question: You say that your main competitor is *name*. But *name* says their main competitor is Excel. Give a comment

Category: Competitors

Question: How easy is it to plagiarize your idea?

Category: Competitors

Question: You have been on the market since the X year. Also, there is already a manufacturer on the market. Have you analyzed its sales and what exactly made it unique?

Category: Competitors

Question: What technologies are your competitors using?

Category: Competitors

Question: Do you have an understanding of the cost of a competitor's product?

Category: Metrics

Question: What metric do you pay close attention to?

Category: Metrics

Question: What do you know about your users?

Category: Metrics

Question: What surprised you about user behavior?

Category: Metrics

Question: Do you have statistics on how many buyers have abandoned your product due to poor service?

Category: Metrics

Question: What are the key metrics for the management team?

Category: Customer acquisition

Question: How are you going to present yourself?

Category: Customer acquisition

Question: What was the previous exposure of customers to similar products?

Category: Customer acquisition

Question: How do you interact with your clients?

Category: Customer acquisition

Question: Tell us about the experience of your first three clients

Category: Customer acquisition

Question: Who will be most pleased with your product?

Category: Customer acquisition

Question: What do your users most want?

Category: Customer acquisition

Question: Describe your reference client

Category: Customer acquisition

Question: How do you plan to encourage people to use your app?

Category: Customer acquisition

Question: What additional services can you then offer to customers?

Category: Customer acquisition

Question: Don't you think that if you shift the focus from sellers to customers, the former will get lost on the platform?

Category: Customer acquisition

Question: Have your users gone through the full flow of your product?

Category: Customer acquisition

Question: How did you find your first client?

Category: Customer acquisition

Question: Experience in communicating with potential clients. What did you ask, what did you find out?

Category: Customer acquisition

Question: Are there any Russian companies that have been given a test for free in order to lead the user through his requests and the functionality that he needs?

Category: Customer acquisition

Question: Describe your marketing strategy

Category: Customer acquisition

Question: What specific marketing channels do you use?

Category: Customer acquisition

Question: Why are you using these marketing channels? And how are they different?

Category: Customer acquisition

Question: What is your plan B if sales channels are interrupted?

Category: Customer acquisition

Question: What kind of advertising will you do or have already done?

Category: Customer acquisition

Question: Was the growth linear and consistent?

Category: Customer acquisition

Question: How can you speed up the acquisition of traction?

Category: Customer acquisition

Question: How did you get your first traction?

Category: Customer acquisition

Question: For what period of time did you receive this number of customers?

Category: Customer acquisition

Question: Have you actually spoken to these companies/people/partners?

Category: Customer acquisition

Question: What is your go-to-market strategy?

Category: customer acquisition

Question: What are the channels to market?

Category: Customer acquisition

Question: There are a lot of competitors on the market, how will you promote your application in the App Store?

Category: Customer acquisition

Question: You said you've dealt with 100 buyers but are working with 25. How did that happen?

Category: Customer acquisition

Question: Which companies are already your clients? Why are they using your product?

Category: Customer acquisition

Question: You have 15 leads, but the presentation says that 4 were converted. What do you need to convert the rest?

Category: Customer acquisition

Question: How many customers were there 6 months ago, and how many now?

Category: Customer acquisition

Question: What about the channels of online attraction? What is the most efficient?

Category: Customer acquisition

Question: How do you solve the issue of user trust?

Category: Customer acquisition

Question: Describe your customer journey map?

Category: Problem

Question: What problem are you solving?

Category: Problem

Question: Why is now the right time for your startup?

Category: Problem

Question: How has the coronavirus affected you?

Category: Problem

Question: Guys, wait, who is your target and the fuck is your product?

Category: Problem

Question: What is the point for sellers to launch their own store if they can be served on the marketplace?

Category: Problem

Question: What is holding back your growth?

Category: Problem

Question: What gap are you filling in the market today?

Category: Problem

Question: Is this trend sustainable?

Category: Problem

Question: Suppose you have a serious problem in your way. What is this problem?

Category: Problem

Question: You have a beta, but you need to have money for an MVP. What do you think MVP is?

Category: Solution

Question:

There are more than 20 participants in this room. How is your pitch different?

Category: Solution

Question: How does your product work?

Category: Solution

Question: Describe the use cases for your product

Category: Solution

Question: What visualization tools make your product easy to use?

Category: Solution

Question: Does your software work without internet?

Category: Solution

Question: Someone just showed us this idea right in front of you guys. I do not like it. What else do you have?

Category: Solution

Question: What technologies do you use?

Category: Solution

Question: Are you planning to translate your product into other languages?

Category: Solution

Question: How to use your service?

Category: Solution

Question: What is your innovation?

Category: Solution

Question: Have you done load testing?

Category: Solution

Question: Can you describe your supply chain?

Category: Solution

Question: What functional limitations do you see for your platform?

Category: Solution

Question: How unique is your technology?

Category: Solution

Question: Features needed for MVP. Is there some set of features without which mvp won't work?

Category: Solution

Question: What technology is your product based on?

Category: Solution

Question: Perhaps a web interface would be more convenient for B2B?

Category: Solution

Question: How fast can you scale your business? Can you increase revenue without a proportionate increase in headcount?

Category: Solution

Question: Could you expand faster with the extra money?

Category: Solution

Question: What is the uniqueness of your product?

Category: Solution

Question: Has it been tested for harm to humans?

Category: Solution

Question: How many services can be integrated into you?

Category: Solution

Question: Do you already have a prototype? Why are you applying for investment?

Category: Solution

Question: What is the technology of your business?

Category: Solution

Question: What does the flow look like from the point of view of the user and your product?

Category: Solution

Question: In case of contract failure, who pays the money? You?

Category: Solution

Question: Can a legal contract in an application be considered equivalent to a paper one?

Category: Solution

Question: Why did you decide to make your application on the phone and not on the PC?

Category: Solution

Question: Why did you apply for pre-seed if you already have the product?

Category: Solution

Question: What is the value of your product?

Category: Solution

Question: How many days will it take the Chinese to copy your technology and why haven't they done it yet?

Category: Solution

Question: Why doesn't your target just use Google/Facebook/YouTube/Amazon for this?

Category: Market

Question: What people, groups or organizations have experienced this problem? How many, where are they, how do they solve it?

Category: Market

Question: It is wrong to consider the market of your product as a market. How did you calculate the financial forecast?

Category: Market

Question: How did you come to such an assessment of your capabilities/success?

Category: Market

Question: What is your market share?

Category: Market

Question: What specific market are you planning to enter? And why?

Category: Market

Question: Do you plan to enter the Indian or Chinese market?

Category: Market

Question: Why are you appealing to this market?

Category: Market

Question: Are you looking for mass market?

Category: Market

Question: Is this a product for the Russian market or for the global one?

Category: Market

Question: Is the startup aimed at the Russian market?

Category: Market

Question: Market industry barrier. How do you plan to work with these restrictions?

Category: Market

Question: Tell us about the market, it is not clear where the numbers come from

Category: Market

Question: How likely is your chance to enter the market? What is the entry barrier to your market and how do you plan to overcome it?

Category: Market

Question: Is human testing required to enter the market?

Category: Market

Question: How many influencers are there in Russia? How many did you talk to and how many wanted to work with you?

Category: Market

Question: Why don't you enter another market?

Category: Market

Question: How do you estimate the number of your clients in Russia?

Category: Market

Question: Why such a market size? Where did you get these numbers?

Category: Market

Question: How will you get 20% of the market?

Category: Market

Question: Why such a volume of SOM? What did you think?

Category: Market

Question: How does the research relate to the market you want to enter?

Category: Market

Question: Your target market is one, but you work for another. Why?

Category: Status for today

Question: What have you achieved?

Category: Status for today

Question: What knowledge did your MVP give you?

Category: Status for today

Question: Is there anything else we should know about your company?

Category: Status for today

Question: Do you have both service and production?

Category: Status for today

Question: Where is the production or development team located? Why?

Category: Status for today

Question: What are the biggest risks you currently face as a company?

Category: Status for today

Question: How much money do you burn per month?

Category: Status for today

Question: Describe your funding sources. Where do you get money?

Category: Status for today

Question: What is your performance barrier and what bottle necks do you have?

Category: Status for today

Question: What barriers to scaling exist now?

Category: Status for today

Question: What is your traction?

Category: Status for today

Question:

How many reviews have you already received? And tell us what changes you made based on these feedbacks?

Category: Status for today

Question: How many active users do you have? What MAU?

Category: Status for today

Question: How long do users stay on average? Tell us about your retention and churn rate?

Category: Status for today

Question:

What is the typical sales cycle between initial customer contact and closing the sale?

Category: Status for today

Question: How many users are already paying?

Category: Status for today

Question: How many years have you been on the market? And you earned 71k in a year?

Category: Status for today

Question: You have a prototype and completed tests. What are the results?

Category: Status for today

Question: Are you providing analytics to your clients or just giving them data?

Category: Status for today

Question: How many transactions have you closed to date?

Category: Status for today

Question: Why do you call your company a startup?

Category: Status for today

Question: Do you have an idea about the cost of the product?

Category: Status for today

Question: How do you optimize taxes?

Category: road map

Question: How do you define success for you and your company?

Category: road map

Question: Do you realize that you are vastly underestimating your marketing spend or the headcount you need to scale?

Category: road map

Question: Tell us about your road map?

Category: road map

Question: What is the biggest problem for your scaling?

Category: road map

Question: How can you scale to large sizes?

Category: road map

Question: What is the annual growth rate?

Category: road map

Question: If you get the money, what are your next steps? Step by step how you will spend money

Category: road map

Question:

What if you don't get all the money you ask for?

Category: road map

Question: What do you need to move to the next stage of the product?

Category: road map

Question: What is your highest priority for the next six months?

Category: road map

Question: How can you get 1 million users?

Category: road map

Question: Where will your company be in 3 years?

Category: road map

Question: Why are you so confident in your prediction?

Category: road map

Question: If your startup is successful, what additional areas can you expand into?

Category: road map

Question: Describe your final goal and timeline

Category: road map

Question: What two or three key features do you plan to add?

Category: road map

Question: Six months from now, what will be your biggest problem?

Category: road map

Question: Do you see the future in hardware or software sales?

Category: road map

Question: How can you make a billion with this business?

Category: road map

Question: How will you develop further?

Category: road map

Question: You have secured a strategic partnership. Is this partnership exclusive? If not, is there any liability?

Category: road map

Question: Did you do the research yourself or did someone do it for you?

Category: road map

Question: Do you plan to work in depth with brands somehow?

Category: road map

Question: How do you see the evolution of your project?

Category: road map

Question: How will you integrate with other systems?