

INVESTMENT MEMO (CONFIDENTIAL)

VERDICT

PASS (NOT READY)

SCORE

17.3 / 45

Executive Summary

This Pre-Seed opportunity presents a 'Hook' of a clear pain point for early-stage founders in market research. However, this is critically undermined by a complete lack of product definition and a fundamentally flawed business model. With a weighted score of 17.3/45, the deal is a 'Pass (Not Ready)' due to the absence of a viable product and severe operational and financial risks.

Deal Breakers

- No clear solution or product provided, making it difficult to assess the startup's potential.
- Freemium pricing model with a 0% gross margin and a rapidly depleting burn rate suggests a significant risk of financial distress.
- Dead Equity cap table, a 'Desperation Raise' with a runway of less than 6 months, and a 'Financial Irresponsibility' burn rate of over \$50k with \$0 revenue.

Scorecard

Category	Score
TEAM	2.5/5
PROBLEM	3.5/5
PRODUCT	0.0/5
MARKET	2.0/5
TRACTION	2.0/5
GTM	1.0/5
BUSINESS	1.0/5
VISION	2.0/5
OPERATIONS	1.0/5

Dimension Rationales

TEAM: The team has technical AI expertise but lacks crucial domain experience and demonstrated execution capability in the startup evaluation space.

PROBLEM: The problem is validated, but founder alignment and scope mismatches between customer profile and beachhead market introduce significant concerns.

PRODUCT: There is a complete absence of a defined product or solution, rendering any assessment impossible.

MARKET: While the beachhead is credible, significant risks exist due to established competitors and strategic contradictions in expansion plans.

TRACTION: Early interest is noted, but the lack of users and revenue severely limits the traction score.

GTM: The Go-To-Market strategy is undefined, relying on unproven methods with no clear customer acquisition plan.

BUSINESS: The business model is fundamentally flawed with a 0% gross margin and unsustainable unit economics, leading to immediate financial distress.

VISION: The vision is ambitious but misaligned with market realities and suffers from significant contradictions in category definition and differentiation.

OPERATIONS: Severe operational red flags including 'Dead Equity', a 'Desperation Raise', and misplaced spending indicate a lack of readiness.