

INVESTMENT MEMO (CONFIDENTIAL)

VERDICT

PASS (NOT READY)

SCORE

15.3 / 45

Executive Summary

This Pre-Seed opportunity presents a 'Hook' of a technically relevant team with an ambitious vision for disrupting the market. However, this is critically anchored by a near-complete lack of product, market validation, and a viable business model, resulting in a very low weighted score. The primary reason for the 'Pass (Not Ready)' verdict is the fundamental absence of a demonstrable product and a clear path to monetization.

Deal Breakers

- No clear solution or product provided, making it difficult to assess the startup's potential.
- Pricing model is Freemium with a price point of \$0, indicating a lack of clear monetization strategy.
- High burn rate with a low round target ('Ferrari in the Garage').

Scorecard

| Category | Score |
|------------|-------|
| TEAM | 2.5/5 |
| PROBLEM | 2.0/5 |
| 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 some relevant AI engineering experience but lacks domain expertise and demonstrable execution history.

PROBLEM: The problem is confirmed to exist, but there are potential logic contradictions and missing critical data points.

PRODUCT: There is no clear product or solution provided, with empty internal data and incomplete forensic reports.

MARKET: The beachhead market is credible, but expansion logic is unclear, and reliance on Facebook Ads for a high-value market is a significant risk.

TRACTION: Early interest exists with a waitlist, and MVP shipping velocity is moderate, but there is a lack of users and revenue.

GTM: The GTM strategy relies on 'Word of mouth / Community Direct Sales' with zero users, indicating an unrealistic acquisition plan.

BUSINESS: The business model is fundamentally flawed with a \$0 price point, 0% gross margin, and zero runway.

VISION: The vision is ambitious but suffers from ambition mismatch, a weak moat, and significant risk blindness.

OPERATIONS: Operations are severely hampered by a high burn rate, unrealistic valuation, founder equity issues, and a 'Cart Before the Horse' approach.