* For investors questionnaire

1. Risk factors that scares investors

<http://blog.gust.com/7-startup-high-risk-factors-that-scare-investors/>

2. Important Factors Venture Capitalists Consider Before Investing

<https://www.entrepreneur.com/article/293159>

3. 7 Factors For Deciding To Invest In A Startup

<https://www.forbes.com/sites/mariannehudson/2014/09/18/7-factors-for-deciding-to-invest-in-a-startup-or-not/#7ead21fc344b>

* List of domains,industries

<http://www.startupranking.com/startup/register>

* Customer retention metric

<http://www.selligent.com/content/customer-retention-measurement>

* + Top 10 Revenue models

<https://fi.co/insight/the-10-most-popular-startup-revenue-models>

* Selecting the correct metric <http://www.businessinsider.com/how-do-you-select-a-revenue-model-for-your-startup-2014-8?IR=T>