

Data Challenge

This analysis is intended to focus on ...

- Your facility in quickly making sense of a representative data set from our clients
- Analytical ability to thoughtfully measure key metrics
- Communication and synthesis with our clients.

IniTech is an early stage startup that has raised \$20MM to-date from several blue chip venture investors. The company's business model is similar to that of Upwork: it acts as a marketplace that connects employers in need of specialized labor with workers who have spare capacity. IniTech bills the employer directly (including a cut specifically for Initech), then in turn pays the worker.

The amount Initech earns ("net take") from each job varies depending on the agreement it has in place with the employer. Some employers have negotiated lower take rates, and sometimes Initech has to pay a bonus to the worker for them to staff an urgent job.

The company has started raising its next round of financing, and it has shared with ABC company's client a preliminary dataset as part of the diligence process.

Using this dataset, we'd like you to investigate ...

1. How many users are there per month, and how is that growing? What about revenue?
2. What is cohort retention and what does that tell you about the business?
3. How valuable is a worker to IniTech? How much would the company be willing to pay to acquire them?
4. What could be interesting about IniTech if they scaled?

Please do not feel limited to just the guidelines above, and we encourage you to explore, we just ask that you keep the final work to 7-10 pages. Be sure to include an Executive Summary of the company in your analysis.

There's no "right" answer in terms of whether to invest. [We have written up some of the frameworks we utilize data to better understand a company's product-market fit](#) that we encourage you to reference in your diligence on Initech.