



## Overview

1. What is your big vision?
2. What problem are you solving and for whom?
3. What does the company actually do today? Tomorrow?
4. What is unique about the company?
5. Where are you headquartered?
6. Are you a new Business? Sole Proprietor? Partnership? S-Corp? C-Corp? LLC?
7. Why are YOU doing this?

## Market

8. What is the actual addressable market you are pursuing and how fast is it growing?
9. How established is the market?
10. How did you arrive at the market size and its growth rate (metrics)?
11. What percentage of the market do you plan to get over what period of time?
12. Why does your company have high growth potential?
13. Do you have a credible claim on being one of the top two companies in the market?

## Founders & Team

14. Who are the founders and key team members?
15. What role does each founder play, and are they qualified for that role, and are they part-time or "all in"?
16. Are the founders willing to be coached? Are they coachable?
17. What relevant domain experience does the team have?
18. What team members are missing and what is the plan for filling them?
19. Why is your team uniquely capable to execute the company's business plan?
20. How many employees do you have?
21. Who are the companies advisors?

## Products/Services

22. What is your product/service?
23. How does it solve your customer's problem?
24. What is your value proposition to the customer?
25. What kind of ROI can your customer expect by using/buying your product/service?
26. What is unique about your product/service?
27. Why do users care about your product/service?
28. What pain is your product/service eliminating?
29. Are you selling vitamins, aspirin or antibiotics? (i.e. a luxury, a nice-to-have, or a need-to-have)
30. What is your stage of development? What has been the progress to date?
31. What is your technology platform?
32. What have you learned from early versions of the product or service?
33. What are the three key features you plan to add?
34. What are the major future product milestones?
35. What is the companies R&D strategy?
36. What new products, services, or markets will the company grow into?



## Competition

37. Who is your existing and likely competition?
38. Who else in an adjacent market could enter and compete?
39. What are your competitors strengths(advantages)/weaknesses?
40. What gives your company a competitive advantage?
41. What are the barriers to entry?
42. What are you measuring (metrics) to chart progress?

## Marketing/Business Development

43. What is the companies brand?
44. How does the company market or plan to market its products/services?
45. What is the company's PR strategy?
46. What is the company's social media strategy?
47. What is your cost to acquire a customer?
48. How will the customer acquisition cost change over time and why?
49. What is the projected lifetime value of a customer?
50. What advertising will you be doing?
51. Who are the companies partners/suppliers?
52. Is the companies products built on or dependent on these partners/suppliers for success?
53. What partners will the company need to be successful?

## Sales/Traction/Customer Acquisition

54. Who is your target customer?
55. What defines an "ideal" customer prospect?
56. Who actually writes you the check?
57. How accessible is your market?
58. Where do purchasers congregate?
59. Who are your existing customers?
60. What are your key distribution channels (current & future)?
61. Do you control your distribution channels and if not how dependent are you on others?
62. What is the typical sales cycle between initial customer contact and closing of a sale?
63. What is the current sales pipeline?
64. How do you make money?
65. What is your revenue model?
66. What is required to become profitable?
67. What early traction has the company gotten (metrics = sales, website traffic, app downloads, etc.)?
68. How can the early traction be accelerated?
69. What has been the principal reasons for the early traction?

## Risks

70. What assumptions are key to the success of the business?
71. What "gotchas" could change the business overnight (i.e. new technologies, new competitors, change in standards/regulations)?
72. What are your company's weak points?
73. What legal risks do you have?
74. Do you have any regulatory risks?
75. Are there any product liability risks?



## Intellectual Property

76. What key intellectual property does the company have (i.e. issued patents, patents pending, copyrights, trade secrets, trademarks, domain names)?
77. Does the company's intellectual property violate the rights of a third party?
78. How was the company's intellectual property developed?
79. Would any prior employers of any team member, including the founders, have a potential claim to the company's intellectual property?

## Financials

80. What are the company's three-year projections?
81. What are the key assumptions underlying these projections?
82. When will the company be profitable?
83. What is the forecasted burn rate until profitability?
84. What are the product/service unit economics?
85. What are the factors that limit faster growth?
86. What are the key metrics that the team focuses on?

## Financing

87. What funds have already been raised?
88. How much debt has the company amassed?
89. How much money are you raising and at what valuation?
90. Will existing investors participate in the round?
91. What is the planned use of proceeds from this round?
92. How long will the funding last and what milestones will it accomplish?
93. How much additional funding do you anticipate raising & when?
94. How does your company fit with the investor's portfolio and expertise?
95. What synergies or competition exist with the investor's existing portfolio?
96. How much of a stock option pool is being set aside for employees? Issued?

## End Game

97. What is the likely exit (i.e. IPO, M&A)?
98. When do you see the exit happening?
99. Who will be the likely acquirers?
100. How will valuation of an exit be determined given market comparables?
101. Who on the team is willing to stay on after an acquisition?

We hope you find value in this tool. If you have any questions feel free to email us directly at [info@inspirer.com](mailto:info@inspirer.com)

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