



## **FAQs**

### **PROBLEM/SOLUTION**

- How big is the problem you are trying to solve
- What is your core value proposition

### **MARKET/CUSTOMERS**

- What is your customer make up – geographically and by industry
- What is the return on investment (ROI) for customers
- Can you give a bottom up outline of the market size rather than “a % of a \$bn market”
- How do you define your target segment, how many potential customers are there in this segment and what are they willing to pay for your product or service
- What is the cost to acquire customers
- If you are initially targeting a niche of early adopters, how will you get across to mass market adoption
- Are there any regulatory or entrenched business practice barriers you need to overcome
- Is there something about your space that means we need a local solution rather than a modified US solution
- If you are initially targeting a niche of early adopters, how will you get across to mass market adoption

### **COMPETITION**

- What is your sustainable competitive advantage
- Which are your major competitors and what do you do different
- Not for everyone but: why are you best placed to win in this torturously overcrowded and undifferentiated space
- While your product may in fact be different from others in the market, how do you get around the perception that it is the same as other products out there

### **TEAM/THE BUSINESS**

- Who owns the IP
- Who will be on the team for executing
- What are the backgrounds of the founders
- What is your back story – how did you come to tackle this problem/market
- Does your product exist already – if so, will you be able to demo it

### **BUSINESS MODEL**

- Outline some key figures – revenue projections, staff
- How do you make money, what is your revenue model
- What is your distribution strategy
- Are revenues primarily from product or services. How will that change in the future.
- What are your plans for scaling the business (what are the requirements and obstacles to scale)
- How are/will you handle the huge amounts of data that you need to gather

### **THE FUNDING NEED**

- How will you spend the money
- What your investors should contribute in addition to money

### **THE DEAL**

- How much equity are you offering to Investors
- What will equity split be with current shareholders

### **EXIT STRATEGY**

- What is your exit strategy