

## FOURTEEN QUESTIONS

**1) Customer Pain**

Describe the market wants & needs, separate the want from the need. Why would a customer buy the product/service. Quantify if possible (what indication of interest & from who)

**2) Solution**

Describe the product or service and the technologies involved in satisfying the needs. Don't include how great it is!

**3) Value Prop**

Why does the solution provide what the market needs are. Advantages over existing solutions, be specific to the needs. How much resources etc. are saved?

**4) Market**

What/where is the market. How big is it. Is it growing. What are the current distribution channels?

**5) Competition**

Who/what is the competition. What is there to prevent them from coming out with a similar solution. How do they distribute their product. Why does your solution beat them.

**6) Technology**

Describe the current state and future developments with a forecast time line. Describe the technical team and any missing skill sets that may be required. Are there any future enhancements anticipated.

**7) IP (Define, protect)**

What is the 'secret sauce' and what is there to stop copying?

**8) Go-to-Market**

How are you going to penetrate the market. How long and how much will it cost.

**9) Team**

Provide a one paragraph resume of the management team, board and advisers.

**10) Revenue Model**

How are you going to make money. Sell, service or both? What is the revenue split (%), GofGS, factory gate margin, distribution margin, sales/operating costs.

**11) Forecast**

Provide current financial position. In a table, forecast the next 4 quarters and the following 3 years, revenue, gross margin, cost of operation, R&D, EBIDTA.

**12) Milestones**

Show the major milestone (past and future) their timeline and costs.

**13) ASK**

List current shareholdings, name any one with over 10%, warrants, options, debentures. Any preferred shares should also show preferred details. Provide the amount required, Minimum/Maximum, percentage pre-money.

**14) Liquidity**

Don't provide details unless you have a buyer who you have had discussion with. The main thing is provide what your aspirations are.