

V&C Capital evaluation template

Note : You may choose not to answer but we can only make our decisions based on what we know !

1. How would you best describe the industry / sector you operate in ?
2. Why did you decide to enter this business in the first place ?
3. Brief Company description / SWOT analysis (strengths , weaknesses , opportunities & threats)
4. What companies do you view as direct or indirect competitors?
5. What are the business challenges and threats?
6. Have you made pivots in your business previously ? If yes , what was your previous business model & what made you decide to pivot ?
7. Describe the existing pain points the product addresses – what is the main issue that the product is addressing .
8. What is the value proposition ? Why is it better than existing solutions?
9. What are the products and services , how do you price services ?
10. What are the future products and services ?
11. What is the market size ?
12. What are the barriers to entry ?
13. Who are your key customers ? What contracts have you signed with them ? Are you willing to share contracts in a due diligence review ?
14. List key suppliers and partners

15. What is the team size , how many employees in each location ?
16. Who are the founders (please provide a detailed background) , how is work allocated among the founders , is there a management team ? What are their roles . What are your plans to expand the team?
17. How do you allocate your time ? Tell us three things that keep you awake at night ?
18. List the board members and key advisors , summarizing relevant experience
19. What is your client acquisition strategy? How scalable is your business and when do you propose to get to Series A ?
20. Summarize key financials : revenues , expenses, earnings for the current year + 3 years (preferably in a spreadsheet)
21. How do you see your business growing in terms of users , revenues , profits , etc. in the next couple of years ?
22. What needs to happen operationally and on an industry scale for you to meet or exceed your expectations ?
23. Do you have any proprietary IP ? if so , please provide a brief overview of the IP and list any patents
24. Funding , how much capital are you looking to raise , what is the target close date , how much funding has been committed vs allocated but not committed vs still open ?
25. How much finding have you raised to date ? When was the last funding round ? How much was the valuation ?
26. What is the investment product ?
27. For equity , what is the % of the company being offered pre – money valuation ?
28. List milestones that any investors have given you

- 29.** What will the funds be used for ? pls provide details
- 30.** Capital table analysis : include previous funding history , fully diluted , include options plans , etc.
- 31.** What plans for future capital raises ?
- 32.** What is your exit strategy?
- 33.** How do you typically look for paying customers and users?

We look forward to knowing your story better when we meet .

All the best in your entrepreneurial journey !

Thank you

Team V&C Capital