



OUR INVESTMENT CHECKLIST

Before you send us your proposal, please have a look through the below checklist which acts as a guide for the types of questions we will be asking of your business.

1. Company Purpose - what is your value proposition?
2. Problem - what problem are you trying to solve and how big is it?
3. Solution - what is it and why is it unique?
4. Why Now - what combination of factors make now the right moment?
5. Market size - how many people are you targeting and what are they worth?
6. Competition - who can stop you from succeeding?
7. Product - link to a working demo/live product
8. Business Model - how do you attract/retain user and make money
9. Team - who is making this happen?