

Assessment

Checklist

Product:

- ✓ Required Investment Amount

Team (All Founding Members only):

- ✓ Academic Background of each founder
- ✓ Work Experience profile of each founder

Market (For a credible end score, please use only reputable sources):

- ✓ Serviceable Addressable Market (SAM) size
- ✓ % of SAM that can be obtained
- ✓ Market Growth Rate over the short term

Traction (please ensure information is up-to-date):

- ✓ Capital Invested to date
- ✓ Total number of transactions to date
- ✓ Total number of unique customers
- ✓ Average price charged (i.e. ticket size)
- ✓ Latest monthly gross revenue
- ✓ Total Operating expenses to date
- ✓ Total Capital Expenditure to date
- ✓ Retention Ratio (%)
- ✓ Average M-o-M Growth (%)
- ✓ Average usage period per customer
- ✓ Latest monthly PAID marketing expenses
- ✓ Number of customers gained from paid marketing in the last month

