



# VENUS VENTURES

A DIVISION OF VENUS GROUP



# Investment Research Questionnaire

Venus Ventures



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The financial projections presented in this Memorandum represent the subjective views of the management of the Company and management's current estimates of future performance based on various assumptions which management believes are reasonable, but which may or may not prove to be correct. There can be no assurance that management's views are accurate or that management's projections will be realized.

## Management Team

1. Who are the founders?
2. How do the founders know each other?
3. What is their background?
  - What skills have their experiences provided them to succeed in this startup?
  - What skills do they not have that they'll need?
  - Who is on the board to advise the founders? In what specific ways will they be helpful (e.g. network connection, management guidance)?
4. Why are they involved in this space specifically?
5. We may choose to speak with a few people who know the founders in different ways. We will ask for references if/when the need arises.



## Product

6. What are the key value-drivers of the product/service?
7. Please share specifics of the product's R&D phase (e.g. beta testing with customer feedback to fine-tune the product)?
8. Will the market need to be educated before the product can be successfully launched?
  - o Do greater market developments need to occur before the product can be successfully launched?
9. How is the product different than other products targeting the same need? Do customers understand this differentiation?
10. Is the product patented? Or is there a proprietary technology?
11. Are there more products in R&D? If yes, what is their progress, development costs & launch dates?

12. Have there been post-launch quality issues customers are facing?

- o After product launch has customer feedback provided insights that mandate changes to the product that were not revealed in beta testing?

13. What is the company asking the customer to go through for its product to work? Customer's changing their behavior can incur costs

## Customer

14. What is the customer acquisition strategy (e.g. building awareness, customer engagement)?
15. What is the customer acquisition cost? How has this cost changed & how will it change in the future?
16. How do you collect feedback currently? What is the feedback?
17. Please share briefly the consumer behavior of the target market.
18. We may choose to speak with a few prospective customers. We will ask for references if/when the need arises.



## Market

19. What is the specific target market(s)?
20. What is the total market size?
21. What is the target market share? Growth rate over next 5 years?
22. What other entities (e.g. channel partners) will work with the company to fulfill the identified customer need?
23. What are the relevant socio-cultural, technological, regulatory, economic & physical aspects of the environment in which the company operates?

## Financing

24. How much have the founders invested?

25. Minimum investment amount for this round? Total target amount being raised in this round?

26. Type of investment (e.g. equity, convertible debt, revenue share)?

27. Who are the existing investors? Are they supporting in this current round?

28. What is the range of return potential?

29. How much has been raised till date? How have you spent your raised funds?

30. What are the future capital requirements?

31. When do you expect to be self-sustaining? What's your monthly burn rate? How many months to burnout?

32. What favorable terms have been given to earlier investors?

- o What terms will be given to investors in this round?

- o What are the key differences?

33. Who has turned down investing in your company? Why?



34. Can we participate in future rounds? Will we get favorable terms?

35. Please share the capitalization table

## Competitors

36. If this idea is so good why haven't incumbent competitors "cracked the case" to capitalize on it?

37. Who are your competitors? How many?

38. How are they performing (i.e. their key challenges & successes)? If they've been more or less successful then why do you think that is?

39. How do their business models differ from yours?

40. Are there any meaningful differences between you & your competitors? If so then what are they?

## Business Model

41. What is the growth strategy? Please share as much information as necessary.
42. What value do your channel partners accrue by partnering with you?
43. Will the business model change over time (i.e. is there an ultimate model you're targeting that different than the current model)?
44. What are the key challenges you've faced till date? Which ones were unexpected?
45. Which challenges most threaten your growth strategy?



46. What challenges do you expect to continue facing or will face that you have not thus far?

47. What are the risks at this stage and subsequent stages?

48. What are the KPI's for this investment opportunity?

49. We may choose to see the historical & pro forma financial statements to understand the revenue & cost drivers, along with checking key assumptions. We will ask for this information if/when the need arises.

## Other

50. Which milestones have you reached?

- What are the next ones & related time horizons?
- Which milestones have you fallen short of?

51. What are potential exit strategies? Please share as much information as necessary.