



EARLY STAGE LIFECYCLE: *Launch*



PRODUCT

How far along is your product?

- Developing “MVP” (minimum viable product)



TIME TO/IN MARKET

(in years)

- -.5 to 0 (launch)



FUNDING STAGE

- Friends and Family



MARKETING

What are you currently doing for marketing?

- None, other than friends and family, start organic social media (no spend, but effort)



REVENUES

- Some revenues post launch



LEGAL

What legal work do you need?

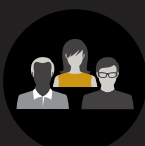
- Formal founders agreements in place (with vesting), initial investment docs, independent contractor agreements, trademarks, patents



CASH/RUNWAY

How much cash do you have in the bank?

- 9-12 months



EMPLOYEES & CONTRACTORS

- Maybe 1-2 founders are actual employees (regular paycheck!), but most service providers are contractors



INVESTORS

Have you raised any money to date?

- Founders, friends and family



OFFICE SPACE

Where is your office?

- Still mom's basement (you should pay her rent), or maybe a co-working space