



EARLY STAGE LIFECYCLE: *Early*



PRODUCT

How far along is your product?

- Beta stage, perhaps some early revenue paying customers, still identifying product market fit



TIME TO/IN MARKET

(in years)

- 0.5 to +1.5



FUNDING STAGE

- Seed



MARKETING

What are you currently doing for marketing?

- Small marketing budget, doing some A/B testing



REVENUES

- Revenues are consistent, but overall still burning cash (spending > revenues each month)



LEGAL

What legal work do you need?

- Financing docs, ToS & PP if applicable, customer contracts, employment contracts



CASH/RUNWAY

How much cash do you have in the bank?

- 12-18 months



EMPLOYEES & CONTRACTORS

- Early employees are being hired, usually for high level positions



INVESTORS

Have you raised any money to date?

- Angels, high net worth individuals, accelerator



OFFICE SPACE

Where is your office?

- Co-working space, or an accelerator or incubator