



EARLY STAGE LIFECYCLE: *Acceleration*



PRODUCT

How far along is your product?

- Product has been fully launched and customers are clearly defined



TIME TO/IN MARKET

(in years)

- +1 to +3



FUNDING STAGE

- Series A



MARKETING

What are you currently doing for marketing?

- A full marketing plan is in place, and the company is making business development/sales hires



REVENUES

- Seeing hockey-stick like growth curve and approaching break-even



LEGAL

What legal work do you need?

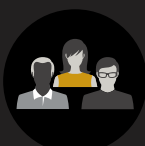
- Another financing round, an option plan, and ongoing cap table management



CASH/RUNWAY

How much cash do you have in the bank?

- 18-24 months



EMPLOYEES & CONTRACTORS

- A formal hiring process is in place, even have a human resources handbook



INVESTORS

Have you raised any money to date?

- Angel Groups/Syndicates/VC/Venture Debt



OFFICE SPACE

Where is your office?

- Real office space, nothing fancy