



EARLY STAGE LIFECYCLE: *Growth/Maturity*



PRODUCT

How far along is your product?

- The product is at least at version 2.0, and is expanding into new markets



TIME TO/IN MARKET

(in years)

- +3 and greater



FUNDING STAGE

- Series B



MARKETING

What are you currently doing for marketing?

- A full blown marketing and/or sales department is in place



REVENUES

- Achieving profitability (though not a must if user acquisition is the primary focus)



LEGAL

What legal work do you need?

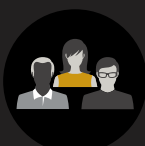
- Yet another financing round, partnership agreements, litigation issues, general corporate contracts



CASH/RUNWAY

How much cash do you have in the bank?

- 24-36 months, but qualify for or have a line of credit or debt facility



EMPLOYEES & CONTRACTORS

- Full time HR position is in place (i.e. Toby Flenderson)



INVESTORS

Have you raised any money to date?

- VC / Strategics / Traditional Lenders



OFFICE SPACE

Where is your office?

- Tricked up office space with a ping pong table and keg fridge