

A review of questions VCs will ask

- ◆ What problem is your company solving?
- ◆ What is unique or proprietary about your product or service?
- ◆ How large is the market for your product and who absolutely needs to have it?
- ◆ What is the competitive landscape and how is it evolving?
- ◆ Who is your real competition?
- ◆ What are the revenue and growth models?
- ◆ Can your team pull it off?
- ◆ What are you looking for in an investor?
- ◆ How do you plan to use investor funds?
- ◆ What will it take to get your startup to a point where new investors will be willing to contribute in a new round, knowing there will be a markup?
- ◆ What milestones — particularly those related to growth and revenue — you will hit and when?
- ◆ What are your hiring and marketing plans?
- ◆ Where do you see this business in five years?
- ◆ What is your team's expertise in management, technology, product, sales and marketing?
- ◆ If your team has knowledge and skill gaps, how will you fill them?
- ◆ What do you know about economic or political cycles? What factors in your startup's success may be outside your control?

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