

PRE-SCREENING CHECKLIST

AREA	ASSESSMENT/COMMENTS
Problem – Solution – Why you?	
What is the problem you are solving and how will you solve it? • Describe problem you are solving and why it is worth solving? • What is your unique intellectual property or skill that solves this problem? • What, if any, licences, regulatory approvals, agreements or other permissions do you need for your solution to work?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work
Customers	
Who are the customers for whom you are solving the problem and how much will they pay? • Who is your target customer (the one who pays you)? Where are they? • What will trigger their decision to buy your offering? • How much will they pay you (upfront/once-off and recurring)?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work
Market	
How big is your addressable pool of customers, what is your approach to reach them, and how will you position against competitors? • How many customers do you need to deliver on your plan? • What share of available customers is that? • How will you get to them? How will you deliver/distribute your solution? • How much will it cost you to acquire these customers? • Who are your competitors and how will they respond?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work
Team	
Who is your team (including supply chain partners and advisers) and what relevant experience do they have in serving your target customers? • What disciplines are required to deliver the customer solution and achieve the required investment outcomes? • How does your confirmed team fit with these needs; are they committed? • What, if any, other skills do you need to acquire?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work
Financial Model	
How does this add up to a profitable business? • Revenue from customers over time? • Costs of acquiring customers, sourcing / creating product, agreements with partners / regulators, your team? • Critical milestones on this journey? • Cash flow and profitability outcomes?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work
Capital Requirements	
How much funding do you need in this and subsequent rounds, and what is it for? • Is anyone advising you on, or already leading this round? • What is the current valuation of your business (pre-raise)?	<input type="checkbox"/> Good <input type="checkbox"/> Adequate <input type="checkbox"/> Needs work

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Exit	
Who is likely to buy you out – when, why and for how much?	<input type="checkbox"/> Good
• What will trigger the purchase?	<input type="checkbox"/> Adequate
• What is the long-term benefit to them?	<input type="checkbox"/> Needs work
Business Plan	
Is there a coherent Business Plan and financial forecast?	<input type="checkbox"/> Good
• One year month-by-month projection of revenue and expenses on a profit and loss basis; quarterly out to 3 years	<input type="checkbox"/> Adequate
• Detailed explanation of expenses, including head count	<input type="checkbox"/> Needs work
• Commercial logic and assumptions linking Business Plan to financials	