

Deep Dive

We'd like to get a deeper understanding of your ambition for the future. This document is yours to complete but we'd like it to be a collaborative effort.

We'll work through it with you when we meet, so it would be great if you could start thinking about your answers ahead of that.

Time is precious when scaling your company and so we plan to use this document to move more quickly towards a decision about our potential partnership.

VISION STATEMENT

We're a patient venture investor looking for entrepreneurs and companies that are thinking big and could be generation-defining.

What is your big vision for the future? Why are you doing this?

MARKET

We're looking for founders with an ambition to disrupt existing markets and/or create new markets in the future.

How big this could this opportunity could be at its limits? Please show us how to work out the [Total Addressable Market \(TAM\)](#), [Serviceable Addressable Market \(SAM\)](#), [Serviceable Obtainable Market \(SOM\)](#)?

Who are your competitors (or what are the alternatives) and why is your product and value proposition better than theirs?

Are you selling into an existing [secular growth market](#) or are you disrupting the status quo? Please explain.

What is your go to market strategy in the immediate future (next 24 months) and at maturity (year five onwards)?

TEAM

To build a generation-defining company you need to have an incredible team who are as hungry as you are.

How did your team come together and why are they the right people to execute on your vision? Do you have any gaps in your team that are key to execution and you need support filling in the near and long term?

PRODUCT & TECHNOLOGY

At the heart of a generation-defining company are its products and underlying technologies.

Please describe why your product is unique, its value proposition (today) and how this might develop over the mid to long term. Why will customers keep

coming back to you?

PLAN

By working back from the end goal, we can develop a shared understanding of how the future may look and key steps to get there.

What is your planned use of funds and what is the expected impact (including key deliverables and metrics) over the next 18 months in order to support a future fund raise?

If applicable to your company, please let us know your current customer churn (month on month **or** year on year) and current qualified sales pipeline.

If applicable to your company, please let us know your current CAC & LTV; and estimated CAC & LTV at maturity.

If you look out 10+ years when your company has started to represent your big vision and imagine your key customer metrics, unit economics and operating costs for the year, what does this look like?

When do you expect the company to reach an [inflection point](#) of growth and what critical factors will enable this?

FINANCIALS

We expect revenue streams and financial opportunities to change and adapt as a company/market evolves.

Please provide a link to your past two years (if applicable) and future (minimum 36 months) cash flow, P&L and balance sheet (e.g. Dropbox, Google Drive link).

FUNDRAISING & THE FUTURE

We intend to invest throughout your company development and so are interested in your view of the funding journey we could go on together.

We'd like to see your current cap table, please include any share options and identify which of the shareholders are founders, employees, investors and advisors (e.g. Dropbox, Google Drive link).

Please provide details of your current fundraise: how much you are raising; investors you are engaged with and why; the proposed pre-money valuation; and your desired timeline to closure of the investment.

What does your funding roadmap look like over the next five years? (How many rounds and the likely capital required at each stage).

CHALLENGING YOUR VISION

We aim to speed up fundraising by inviting external experts to challenge your thinking and help you progress.

Who would be the best people (on the planet) to challenge and accelerate your vision for the future? We will try to bring them into our dialogue with you.

DATA ROOM

We appreciate there will be extra information not covered in these questions which demonstrate how your company operates.

If you have set up a data room, please share the link with us here.