



EARLY STAGE LIFECYCLE: *Launch*



PRODUCT

How far along is your product?

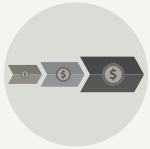
- Developing “MVP” (minimum viable product)



TIME TO/IN MARKET

(in years)

- -.5 to 0 (launch)



FUNDING STAGE

- Friends and family



MARKETING

What are you currently doing for marketing?

- None, other than friends and family
- Start organic social media (no spend, but effort)



REVENUES

- Some revenues post launch



LEGAL

What legal work do you need?

- Founders agreements in place (with vesting)
- Initial investment docs, independent contractor agreements, trademarks, patents



CASH/RUNWAY

How much cash do you have in the bank?

- 9-12 months



EMPLOYEES & CONTRACTORS

- Maybe 1-2 founders are actual employees (regular paycheck!), but most service providers are contractors



INVESTORS

Have you raised any money to date?

- Founders
- Friends and family



OFFICE SPACE

Where is your office?

- Still mom's basement (you should pay her rent), or maybe a co-working space