



# EARLY STAGE LIFECYCLE: *Growth/Maturity*



## PRODUCT

*How far along is your product?*

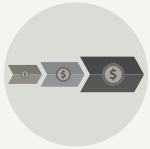
- The product is at least at version 2.0, and is expanding into new markets



## 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.