



EARLY STAGE LIFECYCLE: *Development*



PRODUCT

How far along is your product?

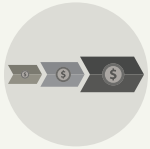
- Still very early - have a wireframe or prototype built



TIME TO/IN MARKET

(in years)

- -1.5 to -.5 years away from market



FUNDING STAGE

- Bootstrap - founders are covering everything themselves



MARKETING

What are you currently doing for marketing?

- Seeking feedback from potential customers (preferably third parties who aren't related to you or don't live with you)



REVENUES

- None



LEGAL

What legal work do you need?

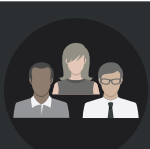
- Written agreement between founders, incorporate the business, protect the intellectual property (assign IP to company)



CASH/RUNWAY

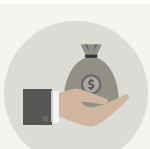
How much cash do you have in the bank?

- Most likely living day by day



EMPLOYEES & CONTRACTORS

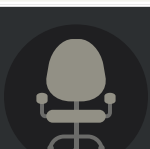
- As if you could afford them!



INVESTORS

Have you raised any money to date?

- Founders (savings, credit cards, 2nd jobs, Uber driver, etc.)



OFFICE SPACE

Where is your office?

- Mom's basement (Mom! Meatloaf! - just kidding, hug and thank your sweet mom)