



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Market

	0pts	1pt	3pts
Is there a clear market demand and opportunity for disruption?	“nice to have”	Low urgency / high switching cost	Validated strong demand
Is the market growing , saturated, or in decline?	Declining	Flat	>10% YoY growth
Is your Total Addressable Market (TAM) large enough (>\$1B)?	No sizing / evidence	1Bn+	1Bn+ with strong validation

Traction

	0pts	1pt	3pts
Are you showing strong user # and growth (DAUs, WAUs, MAUs)?	Zero growth, very early	>10% MoM	>10% WoW
Is there stickiness in your product (high retention, low churn)?	High churn	30% retention in 8 weeks	50% retention in 8 weeks
Are your financials solid (MRR/ARR, runway, burn rate)?	No revenue	<\$10k MRR Short runway	\$10k - \$100k MRR
Is your business model efficient (CAC:LTV ratio)?	Blind Acquisition	<1:3	>= 1:3



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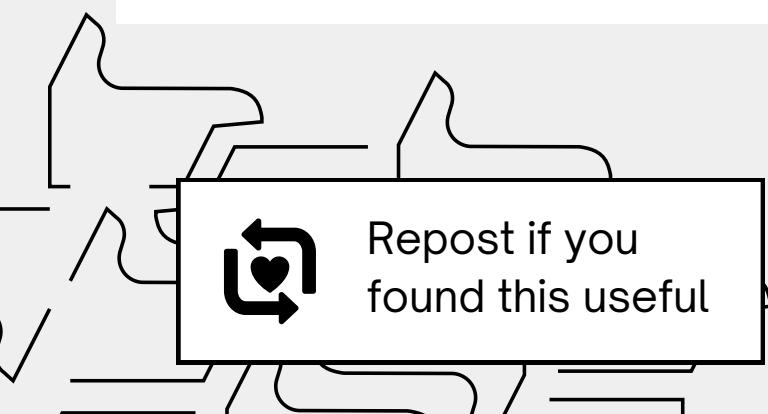
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Product / Tech Fit

	0pts	1pt	3pts
How painful is the problem you're solving (scale of 1-10)?	No signs of pain	Painful not urgent	“Hair on Fire”
Can you demonstrate PMF through user adoption and feedback?	No sign of PMF	Anecdotal Evidence	High NPS, PMF Score > 40%
Are customers willing and able to pay your price point?	No payment data	Validated payment	Strong conversion %

Team

	0pts	1pt	3pts
Do you have more than one founder , with complementary skills?	Solo-founder	2+ founders, complementary	Previous startup / exit
Do you have the right background (edu., employment) to execute?	No relevant experience	Some background	Deep domain expertise
Is there a proven startup track record (previous ventures, exits)?	First time founder	Previous founder	Exited founder, 0 to 1 track record
Are founders resilient & can they navigate challenges?	Subjective	Subjective	Subjective



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Risk Profile

	0pts	1pt	3pts
Any potential regulatory or legal hurdles ?	Heavy regulation	Regulatory risks being addressed	Clear compliance path / strategy

Is this a solution for today and the next 10 years ?	Trend chasing	Mid-term need	Evergreen problem
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GTM

	0pts	1pt	3pts
Do you have a proven and cost-effective acquisition strategy?	Nope	Experiments ongoing	Clear channels with solid CAC

Clear plan for how funding will unlock growth in the short term?	“We’ll grow fast”	General plan	Clear fund mapping + key milestones
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Are the milestones in your GTM plan achievable & well-defined?	No plan	Timelines / targets questionable	Achievable with confidence
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Scalability

	0pts	1pt	3pts
Can you scale (clear path to \$100M ARR, \$1B valuation in 10 yrs)?	Business Caps Out	\$100M+ Opp.	\$1Bn+ Opp.
Is there a defined path to profitability ?	High burn, no monetization	Some revenue, no profit	Clear breakeven model based on real economics
Is there a path to efficient scaling through technology ?	Manual heavy processed	Some automation but requires extensive hires	Clear tech driven scale

Trenches

	0pts	1pt	3pts
Can you create a monopoly capture significant market share ?	Commodity market	Competitive market but differentiation possible	“Blue Ocean”
Do you have unique IP or proprietary technology? (Hello AI)	No IP	Some differential but replicable	Patents, proprietary models, etc.
Is there a competitive advantage (product, process, price, niche)?	Commodity	Competing on sales	Strong differentiator / moat



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Timing

	0pts	1pt	3pts
Is this the right time for this opportunity to succeed?	Too early / too late	Good timing, adoption unclear	Timing is now
Is it riding a short-term fad or a long-term trend?	Chasing hype	Tied to an early disruption	Anchored in multi-year trend
Should we invest now , or wait a bit?	No traction, incomplete team, untested idea.	Needs 6-12 months more validation.	hot deal, traction curve rising, space is moving.

Investor Fit

	0pts	1pt	3pts
Does this opportunity fit within our investment thesis?	Wrong stage, sector, or geography	Could stretch the thesis	Direct fit
Gut feeling? (never to be underestimated here)	Something feels off	Interesting team and idea, but lacking “spark”.	Strong founder energy. This team will find a way.

Are you ready for VC investment?

/90



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