



# The (Real) VC Questionnaire

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

## Market

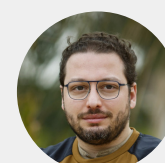
	0pts	1pt	3pts
Is there a clear market <b>demand</b> and opportunity for disruption?	“nice to have”	Low urgency / high switching cost	Validated strong demand
Is the market <b>growing</b> , saturated, or in decline?	Declining	Flat	>10% YoY growth
Is your Total Addressable Market (TAM) <b>large</b> enough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

## Traction

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



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**Majd Alaily**

[in](#) @majdalaily



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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%

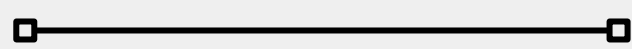
Are customers willing and able to **pay** your price point?

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?

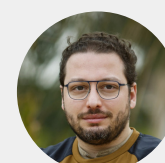
Subjective

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

## 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

Are the milestones in your GTM plan **achievable** & well-defined?

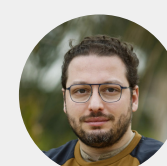
No plan

Timelines / targets questionable

Achievable with confidence



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## Scalability



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

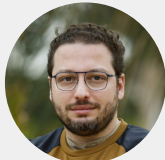
## Trenches



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



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## Timing



	0pts	1pt	3pts
Is this the <b>right time</b> for this opportunity to succeed?	Too early / too late	Good timing, adoption unclear	Timing is now
Is it riding a <b>short-term fad</b> or a long-term trend?	Chasing hype	Tied to an early disruption	Anchored in multi-year trend
Should we invest <b>now</b> , 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



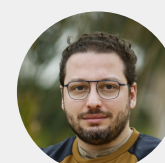
	0pts	1pt	3pts
Does this opportunity fit within our investment thesis?	Wrong stage, sector, or geography	Could stretch the thesis	Direct fit
<b>Gut feeling?</b> (never to be underestimated here)	Something feels off	Interesting team and idea, but lacking “spark”.	Strong founder energy. This team will find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

Are you ready for VC investment?

/90



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