



## Angel – Founders Interview – R1

### Foundational Motivation:

- Can you share the inspiration behind choosing this particular business venture?
- How do you see your personal values and experiences aligning with this business?

### Founder Commitment:

- How much time and resources have you personally invested in this venture?
- What sacrifices have you made for this business?

### Founder's Success Potential:

- What unique skills or experiences do you possess that will contribute to your success in this business and beyond?
- Can you provide an example of a significant challenge you've overcome in your professional life?

### Financial Expectations:

- What revenue milestones are you targeting in the short and long term?
- How do you foresee the growth of this venture impacting my potential return on investment?

### Company's Mission and Current Projects:

- What is the core mission of your company, and how does your current project align with it?
- Why do you believe that now is the right time to pursue this project?

### Market and Competition Analysis:

- Who are your main competitors, and how does your business differentiate from them?
- How do you plan to capture market share from these competitors?

### Revenue Model:

- Can you elaborate on your business's revenue model?
- How much do you currently charge your customers, and how did you arrive at this pricing strategy?



**Customer Spending Insights:**

- What is the average spend per customer, and how have you seen this trend over time?

**Potential Business Risks:**

- What are the top three risks that this business faces, and how do you plan to mitigate them?
- Have you identified any potential market changes or technological advancements that could impact your business?

**Financial Health:**

- What is your current monthly burn rate, and how long can you sustain operations with your existing capital?
- How do you plan to manage cash flow as the business grows?

**Additional Questions:**

- How do you envision scaling the business in the next five years?
- Can you discuss any regulatory challenges or compliance issues related to your business?
- How do you plan to retain and grow your customer base?
- What key performance indicators (KPIs) do you use to measure success, and how do these align with investor expectations?