

# OTBC Investor-Ready Assessment Checklist

|  |   | 0=Not started<br>5=Excellent | 0=Not started<br>5=Excellent |
|--|---|------------------------------|------------------------------|
|  |   | Date:                        |                              |
| MARKET   | Customer Need, Solution, & Price Validated                              |                              |                              |
|  | Clear, crisp Value Proposition (job/pain/gain/solution/differentiation) |                              |                              |
|  | Job/Pain/Gain validated with at least 30 customers                      |                              |                              |
|  | Solution validated with at least 30 customers                           |                              |                              |
|  | Pricing validated with at least 30 customers                            |                              |                              |
|  | Letters of intent from customers and partners                           |                              |                              |
|  | Initial customer orders   |                              |                              |
|  | Upward trend in orders  |                              |                              |
|  | Strong customer testimonials  |                              |                              |
|  | Customers willing to serve as references                                |                              |                              |
|  | Market Sized/Segmented  |                              |                              |
|  | Market size understood - today  |                              |                              |
|  | Market size understood - in 5 years. Is it big enough?                  |                              |                              |
|  | Market segmentation and segment sequencing                              |                              |                              |
|  | Clear focus on first, early adopter segment                             |                              |                              |
|  | Competitive Strategy  |                              |                              |
|  | Clear understanding of customer alternatives                            |                              |                              |
|  | Underserved market - or crowded space?                                  |                              |                              |
|  | Clear differentiation (validated with customers)                        |                              |                              |
|  | Competitive profile of key competitors                                  |                              |                              |
|  | SWOT for key competitors  |                              |                              |
|  | What barriers to entry have you built?                                  |                              |                              |
|  | Strategy for building additional barriers to entry                      |                              |                              |
|  | Go to Market Plan   |                              |                              |
|  | Short term: how will you sell? Channel?                                 |                              |                              |
|  | Short term: how will you market?  |                              |                              |
|  | Long term: How will you expand sales & marketing? International?        |                              |                              |
|  | What is your channel cost?  |                              |                              |
| What is your customer acquisition cost today? Projected?       |   |                              |                              |
| Marketing strategy and tactics defensible, & in financial plan |   |                              |                              |
| Credible marketing & sales experience on team                  |   |                              |                              |
| Marketing/PR vendors in place                                  |   |                              |                              |
| Selling  |   |                              |                              |
| Team has sales experience (or advisor)                         |   |                              |                              |
| CRM tool implemented   |   |                              |                              |
| Founders directly involved in sales?                           |   |                              |                              |
| Sales compensation plan in place                               |   |                              |                              |
| Distribution partnerships in place                             |   |                              |                              |
| Sales process/stages understood                                |   |                              |                              |
| Key sales metrics selected and tracked; showing traction       |   |                              |                              |
| International sales plan                                       |   |                              |                              |