

DUE DILIGENCE FOR VENTURE CAPITAL INVESTORS



Market Drivers



- How large is the addressable market? How fast is it growing?
- What regulations are in place today? What changes are expected in the future?
- Are the customers' expectations changing? How?



Business Plan

- How does the business acquire customers and at what cost?
- What are the unit economics?
- How active are the users on average? What level of engagement do they have?
- How does the business rank against the competition?

Technology



- How robust is the technology architecture?
- How easily can the technology scale to meet increased demand?
- What intellectual property has the company created that is a barrier to entry for competition?