

The EduPod Series

Raising Capital, Part I

Company Self Assessment

Using the categories below that are most important to investors, complete an honest ranking of your company:

Category	What Investors Look For	Rank
Management:	Strong founder team and management team with a track record of success. Who are the key people, do they have experience and what makes them so passionate about building this particular company?	0 1 2 3 4 5
Market:	Don't spend much time doing a detailed analysis of your market, instead focus on your "addressable market" and how that market has changed. Who will buy, why, and what is their capacity to pay?	0 1 2 3 4 5
Operations:	Have you made the necessary changes in your company to adapt to doing business post pandemic? How structured are your systems and processes and people.	0 1 2 3 4 5



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Product or Service:	Is your product or service a “nice to have” or a “Need to have”. Are you a pain pill or a vitamin?	0 1 2 3 4 5
Customers (Sales):	What is happening in your customer base at this time? Have you lost customers? How is their spending changing and how have you had to change or recast your sales projections?	0 1 2 3 4 5
Competition:	How are your competitors adjusting? Has anyone gone out of business, and if so what does that tell you about the risks in your company? Are you secure enough to be aggressive and focused on winning business and market share from your competition?	0 1 2 3 4 5
Financials:	What is your current financial status? How has the company been tracking to historical revenues and expenses? How much runway do you have and how realistic are your projections?	0 1 2 3 4 5



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Secret Sauce:	What is proprietary or unique about your offering? Do you have intellectual property or, if not, what is defensible about your company that you believe will make it hard to compete with you and contribute to successfully doing business while financial and business markets are massively disrupted?	0 1 2 3 4 5
Exit Strategy:	An investor needs to know how they can profit from their investment. What do you want to do with your business? Are you thinking about how to provide liquidity for investors? Do you want to sell the company down the road (which is what investors look for)? Be very cautious about considering the public markets or an IPO at this time.	0 1 2 3 4 5
Valuation:	Valuation is an articulation or perceived risk and the risk adjusted rate of return that investors look for. How hard would it be to replicate what you have built and how threatened is your business by macro economic trends?	0 1 2 3 4 5
