

# An Investor's Most Pressing Questions

WHO

HOW

WHAT

[ ]

[ ]



WHEN

WHERE

WHY



# Starting Point

- **WHAT** is the opportunity?
- **WHY** it is an opportunity?
  - Facts
  - Supporting Documentation
- **WHO** benefits?
  - Benefits to society
  - Benefits to investors



Or

- **WHAT** is the problem?
- **WHY** it is an problem?
  - Facts
  - Supporting Documentation
- **WHO** benefits from solving the problem?
  - Benefits to society
  - Benefits to investors

**WHAT** is the offering  
(product portfolio and/or  
service portfolio)?

**HOW** is the offering  
addressing the  
opportunity or problem?

## Next Key Questions

**WHO** is interested in buying or obtaining this offering?

**WHERE** can they obtain this offering?

**WHEN** can they obtain this offering?

# Explaining the WHO, WHERE and WHEN

- **WHO** – are the buyers (profiles, demographics, psychographics ...)
- **WHERE** – are the initial target markets and geographies
  - Market Segmentation
  - Market Analysis
    - Competition
    - Pricing and Competition
    - Regulatory Requirements
  - Your location(s)
- **WHEN** – will the offering be ready for “prime time”?
  - Minimum Viable Product/Offering (MVP) availability

**WHO** is  
preparing this  
offering?

**WHO** is  
developing  
this company?

**WHO** is  
funding it so  
far?



## Final Questions

**WHAT** is the required investment?

**WHAT** is the return on the investment?

**WHAT** is the risk?