Bulldog Angel Network

Initial Meeting Questions

Provide a high-level overview of the company.
- Elevator pitch first
- What is the legal structure of your company? (S corp, LLC, C corp, ...)
- Stock ownership breakdown of existing shareholders
- How much money do you want to raise? When and for what purpose?
- What % of the company will investors get for their investment?

Who is on the management team, what are their positions, what are their backgrounds and commitment?

Explain your background and commitment to the company

What is the mission of the company?
- What are you trying to accomplish?

What is the business strategy to accomplish the mission? (preliminaries?)
- What is the product and when will it be ready?
- Who are the customers and what was their feedback?
- Distribution mechanism
- Distribution channel cost
- Cost to produce
- Product Price
- Gross Margin

Do you have a prototype?
- Any customer feedback yet?

Who is the competition and how are you better?

High level revenue projection for year 1 and 2
- Estimate of profitability targets

What is your exit strategy?
- How will investors make a return on their investment?
- What timeframe?

Do you have an active mentor? Advisory board? Are you willing to form them if you don't?

Have you seen the due diligence list and are you willing to bring all of this information together? Also, are you willing to patch any holes you may have before receiving investment?

What is your long term vision for the company?