MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

VentureCatalyst™ Program

Deal Readiness Triage Document

GENERAL – We operate today like a business.

1. Can we tell the same story? Do we see the same vision? Have we worked through conflicts?
2. Do we have company documents mostly put together, well presented, and organized?
3. Do our materials provide a clear investment opportunity – capital structure, valuation, exit strategy, & ROI?

REAL – We can produce finished goods and services at scale.

4. On a scale of concept to ready-for-store shelves, what is the current state of development?
5. If not ready to sell, what prevents it from being there? Who does it? How? Time? Money?
6. Who makes the first prototype presentable to customers?
7. Who makes the final production versions? What capacity do they have? Logistics?
8. Are there any intellectual property issues that need cleaned up? If so, who is doing it?

WORTH – We have firm evidence of a customer that cares and it is financially viable.

9. Who is the target customer segment and how do we know that?
10. How much has potential customers been involved in the product development process?
11. What is the size and scope of the market? Is the sizing realistic? Is it growing/shrinking?
12. What are the unit financials (Price to consumer cost of goods, distribution channel costs, etc.)
13. What capital resources are needed to run for 18 months? Do we know where this it come from?
14. Do we have financial projections that are realistic, show a viable and sustainable revenue model, and provide a reasonable opportunity for investors to exit with ROI?

WIN – We have a highly compelling competitive advantage and a rock star team to launch.

15. Are there any established partnerships that can accelerate the sales process?
16. Is there a clear plan to get in front of customers? Any unique, demonstrated advantages?
17. Do we know with confidence who our competitors are? Have we thoroughly compared and contrasted?
18. What can we do that our competitors cannot? Are we sure? How are we sure?
19. Who is the management team? What are their qualifications? Any gaps in knowledge or skill?
20. Who are the advisors? Do any of them have startup experience?