

QUESTIONS: EACH ANSWER MUST BE UNDER 2000 CHARACTERS INCLUDING SPACES

1. **Core value proposition:** What is the primary value your product or service delivers, and how does it solve the problem you're addressing?*
2. **Differentiation:** What makes your product or service distinct in the competitive landscape?*
3. **Technology and innovation:** Describe the underlying technology or innovation and the current stage of development.*
4. **Founding team:** Provide background on your founding team, including roles, unique skills, and experiences, and explain how these align with the problem you're solving.*
5. **Investment utilisation:** How would you use the funds from this investment?*
6. **Milestones and revenue goals:** What major milestones must you achieve to meet your revenue projections over the next three years, and what are your strategies to reach them?*
7. **Intellectual property:** Detail any intellectual property (IP) your company owns, plans to register/patent/protect.*
8. **Legal ownership:** Who are the legal owners of the IP and what is their stake in the company?*
9. **Revenue generation:** How will your company generate revenue, and how close are you to achieving revenue generation?*
10. **Market opportunity:** Define your target market and any competitive advantages you have in this space.*
11. **Customer acquisition:** Who are your target customers, and what is your approach to acquiring and retaining them?*
12. **Market competition:** Identify the main incumbents in your market and describe the companies you consider your primary competitors.*

DOCUMENTS

1. **A pitch deck or business plan including:***
 - a. Business overview
 - b. Marketing strategy and validation research
 - c. Revenue model
 - d. Team experience
 - e. Proposed use of funds
 - f. Roadmap (timeline and milestones)
2. **Founders' profiles:** CV or detailed profile for each core founder and key contributor to the project*
3. **Financials:** 12-month cash flow projection (If document not submitted, provide an explanation)
4. **Accounts:** Profit and loss statements for the past 12 months (If document not submitted, provide an explanation)
5. **Technology overview:** High-level diagrams and explanations of existing or proposed technology architecture. (If document not submitted, provide an explanation)