PITCH with VIGNESH

FOUNDER KIT · NO. 01

THE INVESTOR QUESTION BANK

Practise out loud. Not in your head.

40 questions investors ask in first meetings, grouped the way the conversation usually runs, with what a strong answer sounds like.

> Read each question out loud and answer it in under 60 seconds. If you need a slide to answer it, your answer is not ready yet. Mark the ones you stumble on and practise those first.

01 THE PROBLEM AND THE CUSTOMER

01 Who has this problem the worst, and how do you know?

A strong answer: A specific customer type plus the evidence: calls, orders, a waitlist, repeat purchases.

02 How are they solving it today?

A strong answer: The workaround they use now and what it costs them in money or hours.

03 Why has nobody fixed this already?

A strong answer: A real reason, like a recent change in technology, rules or behaviour. Never "nobody thought of it".

04 How often does the customer feel this pain?

A strong answer: Daily or weekly pain keeps customers. Once a year pain needs a different model.

05 Who signs the cheque, and is that the person who uses it?

A strong answer: You know the buyer, the user and the path between the two.

06 What did you learn from the customers who said no?

A strong answer: One honest pattern and what you changed because of it.

07 Why now?

A strong answer: The shift in the last two or three years that makes this possible or urgent today.

02 THE MARKET

08 How did you size the market?

A strong answer: Built from the bottom: number of buyers times what each pays in a year. Reports only as a cross check.

09 **Which segment do you win first?**

A strong answer: One narrow group you can dominate before you widen the net.

10 **What does this market look like in five years?**

A strong answer: A view on where the spend is moving, backed by a trend you can source.

11 **Who else is chasing this customer?**

A strong answer: Direct rivals, indirect options and doing nothing. Never "we have no competition".

12 **What happens if a large player copies you tomorrow?**

A strong answer: What they would have to give up or rebuild to match you.

13 **Is this a company or a feature?**

A strong answer: How the product grows past one use case into something customers build around.

03 THE PRODUCT AND YOUR EDGE

14 **What can your product do that the alternatives cannot?**

A strong answer: One sharp difference a customer pays for. Show it, do not claim it.

15 **What gets harder to copy over time?**

A strong answer: Data, distribution, a network, licences or know how that compounds.

16 **What does the roadmap look like for the next 18 months?**

A strong answer: Tied to the milestones this round pays for.

17 **Where is the product weakest today?**

A strong answer: Admit it, then say what you are doing about it.

18 **How do customers find you, and what does that cost?**

A strong answer: Your channels ranked by volume and by cost to acquire.

19 **What would you build with twice the money?**

A strong answer: A clear second priority. It shows you have already made the trade offs.

04 TRACTION AND NUMBERS

20 **What were revenue and growth for each of the last six months?**

A strong answer: Exact numbers, month by month, with nothing rounded up.

21 **How many customers come back?**

A strong answer: Retention or repeat rate by monthly cohort, not one blended figure.

22 **What does a customer cost to win, and how long to earn it back?**

A strong answer: Acquisition cost, payback in months and which way both are moving.

23 **What is your gross margin, and where does it go at scale?**

A strong answer: Today's margin and the two or three levers that move it.

24 **What is your monthly burn and runway?**

A strong answer: Burn, cash in the bank and months left. Answer without looking it up.

25 **Which number worries you most?**

A strong answer: Self awareness plus a plan beats a perfect dashboard.

26 **What do the next 12 months look like if you raise nothing?**

A strong answer: A believable plan to survive, or an honest date when the cash runs out.

05 THE TEAM

27 **Why are you the people to build this?**

A strong answer: Experience or insight that took you years to earn and a rival cannot buy.

28 **How did the founders meet, and who decides what?**

A strong answer: Clear roles and a known way to break a tie.

29 **Who is your first senior hire after this round?**

A strong answer: The gap you can already see in your own team.

30 **What is the hardest thing you have been through together?**

A strong answer: A real story, told in under a minute.

31 **Who owns what on the cap table?**

A strong answer: Clean numbers, vesting in place and no large stake held by someone who has left.

32 **Is everyone full time?**

A strong answer: A straight yes, or the date it becomes yes.

06 THE ROUND

33 **How much are you raising, and what does it buy?**

A strong answer: The amount, the months of runway and the milestones you will hit.

34 **What valuation are you looking for?**

A strong answer: A range you can defend with comparable rounds, or a clear choice to let the market set it.

35 **Who else is in the round?**

A strong answer: Commitments so far, stated exactly as they are.

36 **What milestone makes your next round easy?**

A strong answer: The metric the next investor will want to see, with a date.

37 **How will you spend the money?**

A strong answer: A split across team, growth and product that adds up to the ask.

38 **What happens if you raise only half?**

A strong answer: A plan B that shows discipline, not panic.

39 **Why are you raising from us?**

A strong answer: Something specific about the fund or the partner. Not flattery.

40 **What would make you walk away from a term sheet?**

A strong answer: You know your terms, your walk away point and your worth.

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WALK IN READY