

Is My Angel Investment Sound?

This short – free – survey will ask searching but simple questions about your potential angel investment - to help you think through whether or not it is ready for funding.

If you find the survey questions hard to answer, then the chances are that you are either missing detail or the investment proposition is still too immature.

Attempting to complete the survey will help you to see where gaps lie in your proposed investment.

If you would like us to provide professional feedback on the survey responses, we can do so for a small fixed fee.

For more information please contact iba@mediamodo.co.uk.

* 1. Please tell us who you are

Name:	<input type="text"/>
Company:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
ZIP/Postal Code:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

* 2. How much money is the business looking to raise?

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* 3. How does the business (mainly) earn money?

By selling time / hourly / projects rates

By selling products or services

Licencing intellectual property

None of the above

* 4. Experience - how many members of the management team have...

	No members	1 member	2 members	3+ members
5+ years start up experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5+ years experience in your business or product sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5+ years experience of managing a corporate profit and loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Built a £1m turn-over business from scratch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sold a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closed or liquidated a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* 5. Strength of the idea/ product / service

	Yes	No	Not Sure
Has a prototype been BUILT?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a prototype been SOLD?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have more than £10k of products and services been SOLD?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the business in profit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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* **6. Investment Proposal - How many pages in the investment proposal are concerned with the following...**

Your TEAM	<input type="text"/>
Your PRODUCT/ SERVICE	<input type="text"/>
Your CASHFLOW/ FINANCE	<input type="text"/>

* **7. In regards to the product/ service, does the business own...**

- Copyright
- Patents (or pending patents)
- Trademarks (or pending trademarks)

* **8. Summarise the product / service in 20 words or less**

9. What three new things or insights into the business or product or people, has the management team learnt in the past 6 months?

Business	<input type="text"/>
Product/ Service	<input type="text"/>
People/ Team	<input type="text"/>

* **10. What customer/ client pain or problem or issue does the product/ service resolve? Describe in 20 words or less**

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* **11. How long has the new product / service been in development?**

Less than 1 year

Between 1 and 3 years

More than 3 years

* **12. Is the lead entrepreneur currently...**

Employed full time by another organisation

Freelance or running another/ his/her own company

Solely engaged on this project

* **13. How much does the CEO expect to earn in £ GBP as a salary per year from this project...**

...before the next round of funding

...after the next round of funding

* **14. How much of the new funding will be SPENT on...**

Innovation or product/ service development?

Marketing and sales

Capital equipment

Stock/ materials

Other

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* **15. When do you anticipate seeing your money returned?**

Within 12 months

1 to 3 years

3 to 5 years

5+ years

* **16. What percentage of equity does the entrepreneur currently own?**

17. How many freelancers will the business engage?

in 12 months

in 2 years time

in 5 years time

* **18. How many full time staff will the business employ?**

12 months time

2 years time

3 years time

* **19. How big is the market that the product/ service will sell in?**

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Thanks for taking the survey.

We hope that the process of answering these simple questions has helped you think about your potential angel investment.

If you would like feedback on the questionnaire we can provide this in two formats

- a one off fee of £50 - which will include an assessment of weaknesses and strengths based on the questionnaire

or

- a full review of the investment proposal / advice on the proposition, which is chargeable on an hourly or daily rate.

If you would like more information about either of these services please email iba@mediamodo.co.uk for details.

Thanks and good luck

Neil Lewis
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Media Modo

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