

Investor Readiness Levels

Gain insight into where a start-up currently stands, so that entrepreneurs undertake the right activities and investors make better investment decisions.

Company:

Date:

Version:

IRL 9: Scalability

Make your business scalable to take advantage of economies of scale

IRL 8: Marketing & Sales Machine

Establish a profitable sales machine that delivers predictable customer growth

IRL 7: Product/Market fit

Validate whether customers are satisfied with your product, talk about it with others and are coming back

IRL 6: Market Demand & Timing

Validate a concrete market need and launch your product at the right time

IRL 5: Revenue Model

Determine the appropriate revenue model and validate whether customers are willing to pay for your product or service

IRL 4: Team

Assemble a diverse team with the necessary domain knowledge, a proven track record, and strong execution capabilities

IRL 3: Market Potential

Identify a large and attractive market to operate in.

IRL 2: Problem/Solution fit

Define the problem you intend to solve and gather evidence that your solution can effectively address it

IRL 1: Purpose Driven

Define your company's purpose and involve everyone in the process.

