



Company Overview

What does your company do?

What problem is it aiming to solve / opportunity is it aiming to address?

What are your core products/services?

Please define your addressable market and target customer.

What are the principal opportunities as well as risks to the business?

When did the company start? Where is it based?

Please provide links to your company's website.

Please provide links to your company's social media accounts.

Founders/Team

Who are the founders and key team members?

How big is the team and what relevant experience does the team have?

What key additions to the team are needed in the short term?

How many employees do you have?

Projects

What are some of your current projects?

What is your most successful project to date?

Please share artists your company has worked with (if applicable).

Please share average attendance at your company's events (if applicable).

Competition

What advantages does your competition have over you?

How do you compete with respect to price, features and performance?

What are the barriers to entry?

Financials

Please provide 2017 and YTD financials: Revenue, Gross Margin, Fixed Overhead, Net Income.

What is your monthly burn rate and when will you reach profitability?

What are key operational and financial metrics you track, and how have these paced over time?

Funding

How much have you raised to date and at what valuation(s)? Who are key existing investors?

How much is being raised in this round and at what valuation?

What is the planned use of proceeds from this round and over what period do you plan to deploy the capital?

How much of an investment is your company looking for?

Is this a growth-based investment?