

AIOGW.org Business Due Diligence Checklist

Major Considerations

Scoring

1 (low) to 5 (high)
N/A Not Applicable

Management

Experience in startups	1	2	3	4	5	N/A
Experience in business	1	2	3	4	5	N/A
Experience in product/technology	1	2	3	4	5	N/A
Personal qualities (integrity, trust)	1	2	3	4	5	N/A
Leadership abilities	1	2	3	4	5	N/A
Have they worked together as a group	1	2	3	4	5	N/A
Is team complete	1	2	3	4	5	N/A
Is team coachable	1	2	3	4	5	N/A
How much hard cash have they invested	1	2	3	4	5	N/A
How much sweat equity have they invested	1	2	3	4	5	N/A
Can they attract employees/advisers/experts	1	2	3	4	5	N/A
Likelihood will not be distracted by outside activities	1	2	3	4	5	N/A
Willingness to share equity	1	2	3	4	5	N/A

Board of Advisers/Board of Directors

Quality of BOA/BOD	1	2	3	4	5	N/A
Is there a diversity of skills and backgrounds	1	2	3	4	5	N/A
Can BOA/BOD help company do M&A	1	2	3	4	5	N/A
Can BOA/BOD help with customer acquisition	1	2	3	4	5	N/A
Level of financial commitment	1	2	3	4	5	N/A

Market Size

Size of specific market for company's product/services	1	2	3	4	5	N/A
Potential that this company can capture significant market share	1	2	3	4	5	N/A
Likelihood company can overcome barriers to entry	1	2	3	4	5	N/A

Competition

Likelihood company can compete with existing competitors	1	2	3	4	5	N/A
Likelihood company can compete with new competitors attracted to opportunity	1	2	3	4	5	N/A
Company's position vis-a-vis competitive matrix	1	2	3	4	5	N/A
Likelihood company can establish barriers to entry to protect position	1	2	3	4	5	N/A

Product/Service

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How compelling is product/service (vitamin vs pain killer)	1	2	3	4	5	N/A
How far along is product development	1	2	3	4	5	N/A
How strong is IP protection	1	2	3	4	5	N/A
Reasonableness of pricing strategy	1	2	3	4	5	N/A

Customers/Distribution Channels

Are distribution channels establishable	1	2	3	4	5	N/A
Does customer and distribution strategy generally make sense	1	2	3	4	5	N/A
Likelihood of acquiring customers as projected	1	2	3	4	5	N/A
Likelihood of keeping customers as projected	1	2	3	4	5	N/A

Financials/Financial Projections

Overall reasonableness of financial assumptions	1	2	3	4	5	N/A
Strength of current financial position	1	2	3	4	5	N/A
Likelihood of achieving projections/milestones	1	2	3	4	5	N/A
Strength of financial controls	1	2	3	4	5	N/A
Likelihood of VC follow-on funding	1	2	3	4	5	N/A
Reasonableness of exit strategy	1	2	3	4	5	N/A
How sound is the use of proceeds	1	2	3	4	5	N/A

Overall general impression of opportunity	1	2	3	4	5	N/A
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