

	KEY THEMES								
	Solution	Product Communication	Sales/Market	Leadership	People	Culture	Finance	Competition	Governance / Investor Interests
INGREDIENTS	Proven scalable technology	Customers become evangelists on the product	Large markets with export potential	Are led by strong and visionary management teams	Has or has access to good technical skills	There is an overarching purpose that can galvanise team in hard times	Understanding of the relevant metrics for the industry and demonstration of performance against the benchmarks	Knowledge of industry players	Has implemented, or is willing to implement strong governance procedures
	Utilise innovative business models	The solution is not incredibly complex to sell, ideally a potential customer could buy without consultation or customisation	Demonstrate strong revenue growth	An empathetic leadership team	Team is one you feel like you can undertake a long journey with - could you be stuck in a plane with them for 20 hours and enjoy it?	Organisational diversity - cultural and gender diversity as a competitive advantage	A team that knows the cost of acquiring the customer (CAC), and the customer's lifetime value (LTV)	A clear passion for what they do and want to achieve	Well organised deal room and governance procedures
	Are at growth or expansion stage	Clearly defined market need that is solved in a unique and focused manner	Has significant client base potential	Emotional maturity	Technical team employs proper standards, understands how the requirements and resources need to scale	Diverse founding and management team - different perspectives are good for business	Organisational resourcefulness as part of their culture	A business that is knowledgeable and detailed on its competitive landscape	Showcase identifiable exit opportunities
	Has a genuinely useful product	Ability to identify their competitive advantage	Are potential market leaders or significant players in their respective target sectors or regions	Leadership is coachable and open to input	Team has track record of executing a growth strategy and ideally exiting a previous business	Organisational resilience and innovation as part of their culture	Strong unit economics	A company that has a clear competitive advantage	Quality existing investors, co-investors or backers
	Product is context (economic, legal, distribution platforms, culture) relevant	A motivating and exciting pitch deck	A market experiencing market pull rather than product push	Passionate and resilient founder / CEO leadership with a strong executive team	Passionate people in the business who believe in what they are doing	Strong company culture and values for a shared purpose		Can explain what makes them different from the competition and why it matters	
	A product which solves a genuine problem, helping make the world a better place	A team that can easily explain what they do without jargon or technical wording	Current traction is significant and growing rapidly, demonstrating what could happen in future	Leadership has experienced failure before and has learnt from these failures	A team with a history of excellence in previous career choices	A culture that promotes a gratifying work environment and is sustainable and adaptable			
	High potential for social impact	The management team can simply do and explain back of an envelope maths of the business	Demonstrate understanding of sales and sales pipeline management, knowing how prospects convert to customers	Resilience and stability of a company and its leadership	Demonstrated high performance ability	Clear central/strong client focus			
	Solution with global appeal		Deep addressable market in their domestic geography	Strong leadership team and the ability to execute its strategy effectively	Employees are empowered to make decisions and take ownership	A resilient team culture			
	Business that aligns with sustainable development goals / has positive social impact		Global market potential (clear demonstrable traction in the domestic market is an imperative with global traction a big advantage)	An entrepreneur/team that are experts in their field		A team that is not afraid to fail, but learn from their failures			
	A product that solves a real problem or pain-point		Strong growth and implementation track record with clearly defined capacity and opportunity to continue excellent strategic delivery and revenue performance	An entrepreneur/team that is able to take advice and guidance (usefulness)					