lumen*works*

INSIGHTS · INVESTOR PREP

Questions VCs Will Ask

Twelve questions founders can expect in almost every pitch meeting. Prepare a tight, confident answer to each before you walk into the room.

- [ ] What problem are you solving?
- [ ] What is the unique selling point of your product or service?
- [ ] How big is the market for your product?
- [ ] What is the competitive landscape, and how is it evolving?
- [ ] What is your business model?
- [ ] Is your team capable of achieving this?
- [ ] What are you looking for in an investor?
- [ ] How do you plan to use the capital invested?
- [ ] What are your hiring and marketing plans?
- [ ] Where do you envision the business in five years?
- [ ] What milestones — particularly those tied to revenue and growth — will you reach, and when?
- [ ] Does your team have knowledge or skill gaps, and how will you fill them?

Want a second pair of eyes on your answers?

Lumenworks designs investor-ready pitch decks that hold up under this exact line of questioning. Get in touch at lumenworks.io.
