



Angel funders and Kickstarter backers often seek assurance that an innovation is well-conceived, marketable, and worth their investment. Here are some typical questions they might ask across three main areas:

## **Viability – Adoption – Feasibility**

### **1. Market Potential & Viability**

- What problem does your innovation solve, and who is your target market?
- How large is the market, and what is the projected demand for your product?
- What competitive advantage does your innovation offer over existing solutions?
- What is your pricing strategy, and how does it compare with competitors?
- What are the projected profit margins, and when do you expect to break even?
- What are your revenue streams, and how sustainable are they?
- How will you scale your business if the demand grows quickly?
- What is your long-term vision, and how does this innovation fit within it?

### **2. Likelihood of Adoption & Customer Appeal**

- What evidence do you have that customers want or need this product?
- Have you conducted market research, and what were the findings?
- What is your marketing strategy, and how will you attract your first customers?
- How do you plan to convert early adopters into long-term customers?
- Are there any significant adoption barriers, and how will you overcome them?
- What's your customer acquisition cost, and how do you plan to lower it?
- How does your innovation leverage current market trends or shifts in consumer behavior?

### 3. Feasibility & Execution Plan

- What is the current stage of development, and what milestones have you achieved?
- What is the timeline for bringing the product to market?
- Do you have a working prototype, and has it been tested with potential users?
- What are the primary risks, and what steps have you taken to mitigate them?
- What resources do you currently have, and what additional resources are needed to launch?
- Who are the key members of your team, and what expertise do they bring?
- What partnerships or collaborations have you established to support development and launch?
- How will you handle any regulatory or compliance requirements related to your innovation?
- What are your plans for post-launch support, maintenance, and updates?

These questions aim to evaluate the readiness of the innovation, its market appeal, and the practical steps the team will take to ensure successful development, launch, and growth.

