



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Market

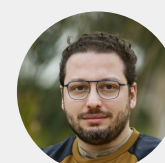
	0pts	1pt	3pts
Is there a clear market demand and opportunity for disruption?	“nice to have”	Low urgency / high switching cost	Validated strong demand
Is the market growing , saturated, or in decline?	Declining	Flat	>10% YoY growth
Is your Total Addressable Market (TAM) large enough (>\$1B)?	No sizing / evidence	1Bn+	1Bn+ with strong validation

Traction

	0pts	1pt	3pts
Are you showing strong user # and growth (DAUs, WAUs, MAUs)?	Zero growth, very early	>10% MoM	>10% WoW
Is there stickiness in your product (high retention, low churn)?	High churn	30% retention in 8 weeks	50% retention in 8 weeks
Are your financials solid (MRR/ARR, runway, burn rate)?	No revenue	<\$10k MRR Short runway	\$10k - \$100k MRR
Is your business model efficient (CAC:LTV ratio)?	Blind Acquisition	<1:3	>= 1:3



Repost if you found this useful



Majd Alaily

[in](#) @majdalaily



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Product / Tech Fit



0pts

1pt

3pts

How **painful** is the problem you're solving (scale of 1-10)?

No signs of pain

Painful not urgent

"Hair on Fire"

Can you demonstrate **PMF** through user adoption and feedback?

No sign of PMF

Anecdotal Evidence

High NPS, PMF Score > 40%

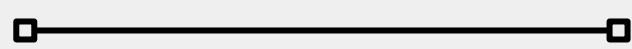
Are customers willing and able to **pay** your price point?

No payment data

Validated payment

Strong conversion %

Team



0pts

1pt

3pts

Do you have more than one **founder**, with complementary skills?

Solo-founder

2+ founders, complementary

Previous startup / exit

Do you have the right **background** (edu., employment) to execute?

No relevant experience

Some background

Deep domain expertise

Is there a proven startup track **record** (previous ventures, exits)?

First time founder

Previous founder

Exited founder, 0 to 1 track record

Are founders **resilient** & can they navigate challenges?

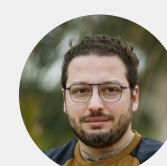
Subjective

Subjective

Subjective



Repost if you found this useful



Majd Alaily

[in](#) @majdalaily



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Risk Profile



	0pts	1pt	3pts
Any potential regulatory or legal hurdles ?	Heavy regulation	Regulatory risks being addressed	Clear compliance path / strategy
Is this a solution for today and the next 10 years ?	Trend chasing	Mid-term need	Evergreen problem

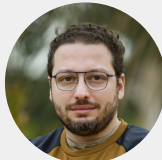
GTM



	0pts	1pt	3pts
Do you have a proven and cost-effective acquisition strategy?	Nope	Experiments ongoing	Clear channels with solid CAC
Clear plan for how funding will unlock growth in the short term?	“We’ll grow fast”	General plan	Clear fund mapping + key milestones
Are the milestones in your GTM plan achievable & well-defined?	No plan	Timelines / targets questionable	Achievable with confidence



Repost if you found this useful



Majd Alaily
[in](#) @majdalaily



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Scalability



0pts

1pt

3pts

Can you **scale** (clear path to \$100M ARR, \$1B valuation in 10 yrs)?

Business
Caps Out

\$100M+
Opp.

\$1Bn+
Opp.

Is there a defined path to **profitability**?

High burn, no
monetization

Some
revenue,
no profit

Clear breakeven
model based on
real economics

Is there a path to efficient scaling through **technology**?

Manual
heavy
processed

Some
automation but
requires
extensive hires

Clear tech
driven
scale

Trenches



0pts

1pt

3pts

Can you create a monopoly capture significant **market share**?

Commodity
market

Competitive
market but
differentiation
possible

“Blue
Ocean”

Do you have **unique IP** or proprietary technology? (Hello AI)

No IP

Some
differential
but replicable

Patents,
proprietary
models, etc.

Is there a competitive **advantage** (product, process, price, niche)?

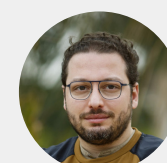
Commodity

Competing
on sales

Strong
differentiator
/ moat



Repost if you
found this useful



Majd Alaily

[in](#) @majdalaily



The (Real) VC Questionnaire

What VCs actually look for. How much will you score?

Timing



	0pts	1pt	3pts
Is this the right time for this opportunity to succeed?	Too early / too late	Good timing, adoption unclear	Timing is now
Is it riding a short-term fad or a long-term trend?	Chasing hype	Tied to an early disruption	Anchored in multi-year trend
Should we invest now , or wait a bit?	No traction, incomplete team, untested idea.	Needs 6–12 months more validation.	hot deal, traction curve rising, space is moving.

Investor Fit



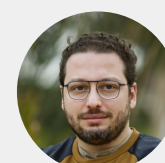
	0pts	1pt	3pts
Does this opportunity fit within our investment thesis?	Wrong stage, sector, or geography	Could stretch the thesis	Direct fit
Gut feeling? (never to be underestimated here)	Something feels off	Interesting team and idea, but lacking “spark”.	Strong founder energy. This team will find a way.

Are you ready for VC investment?

/90



Repost if you found this useful



Majd Alaily

[in](#) @majdalaily