



SCORECARD

Example Startup Company

Brutus Buckeye, CEO

OVERALL (58%)

Positives:

- Brutus and his wife have already proven they can start a business selling on Instagram
- No one is currently filling what appears to be a strong market need
- Brutus has a lot of talent

Improvements

- Could face big company competition and soon
- How much time can Brutus spend on this business
- Brutus has never developed a software app.

Company (22%)

Positives

- Brutus has already started up a company and are selling Instagram - so he and his wife have experience.
- Brutus and his wife will be sole owners. Not too complex. HMSU can join the company easily.

Improvements

- Need to form the legal entity.
- Company has no assets currently
- Can Brutus devote more than 15 hours per week?

Product (52%)

Positives

- No FDA regulations to worry about here
- The live sale on Instagram would be unique with a buy button right on the spot.
- Brutus has a clear idea of what he wants and has experience in this space, so should not take long to develop this.
- Brutus can lead this effort at no financial cost.



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Improvements

- The players in this market are big and formidable and could copy this idea quickly.
- There are live sales going on right now on streaming platforms
- Need to research the market
- Does not appear to be any special IP opportunity, but we will see.
- Product spec needs defined
- Need to define cost to develop. Software products take time to identify funding and to get to MVP
- How dependent on Instagram will we be?

Market (38%)

Positives

- There is a market need for people on Instagram to take advantage of a live sales platform
- Instagram is a proven platform with 1B users WW. This product is targeted at that platform
- There is no solution today supplying the market need
- Brutus has taken a first pass at a competitive matrix

Improvements

- This market is stacked with big and many players
- How long with the window be open? Need to move.
- Need to pick a niche and try to own it - what is that niche - Need to get some market research intelligence - Need to understand market entry better.

Team (47%)

Positives

- Brutus seems talented and has a lot of skills that can help him as CEO.
- Brutus has success already starting up a company
- Brutus' wife is also a successful entrepreneur and can help the team
- Brutus and his wife have been selling on the Instagram platform so they understand the opportunity from a customer perspective

Improvements

- Brutus has never been a CEO. Utilizing a coach can help him.
- Brutus has never developed a software product like we are talking about and there is no technical inventor at this point. Help Me Startup team can help fill this gap
- Need to add resources to the team. Help Me Startup can help.