

|   |   | YES | NO | UNKNOWN |
|---|---|-----|----|---------|
| <b>Outcompete</b>   | No direct competitors. The business is really new<br>Direct competitors exist but not yet on the business<br>Ecosystem leverage to faster and secure the business growth<br><i>Total</i>  | 0   | 0  | 0       |
| <b>Alternate revenues</b>   | Training<br>Consulting<br>eBook<br>Early adopters program<br>Allow to reach a break-even point within 12 months<br><i>Total</i>   | 0   | 0  | 0       |
| <b>Exit strategy</b>  | Dividends governance to protect the company assets<br>Compensations governance to protect the company assets<br>Potential acquirers identification<br>Business plan alignment with the potential acquirers expectations<br>Growth level control to become a potential buyout target<br><i>Total</i>                                 | 0   | 0  | 0       |
| <b>Trusted cofounders</b>   | Sales and marketing<br>Product strategy<br>Finance<br>Sales and consulting for alternate revenues in education, evangelization, training...<br>R&D<br>A least 3 cofounders<br>Cofounders known with each other for at least 5 years<br><i>Total</i>   | 0   | 0  | 0       |
| <b>Invest in legal</b>  | Share Holders Agreement available<br>Share Subscription Agreement available<br>Chief Accountant emboarded to be an actual business partner<br>Intellectual Property protection<br>Board of directors governance<br>Board reserved matters<br>Drag-along rights<br>Tag-along rights<br>Compulsory transfer of shares<br><i>Total</i> | 0   | 0  | 0       |
| <b>Veteran mentor</b>   | Working procedures with the Veteran mentor<br>Identification of the Veteran mentor<br>Appointment as member of the board<br><i>Total</i>  | 0   | 0  | 0       |
| <b>Minimum money raising</b>  | Company value computation<br>Business plan with cash-input rounds for maximum 30% dilution of the shares capital<br>Break-Even point can be reached based on the cash-input rounds described<br>Cofounders long term strategy to keep the control of the company<br><i>Total</i>  | 0   | 0  | 0       |
| <b>At gym!</b>  | Sport is part of the company value<br>Incentives for gym practices exist in the business plan<br><i>Total</i>   | 0   | 0  | 0       |
| <p><i>More you have a high score for the YES better it is. In case you have Unknown replies you should try to enrich your business plan. It can happen that some NO replies are not an issue because it is aligned with your business</i></p> | <b>Scoring overview</b>   | YES | NO | UNKNOWN |
|   | <b>Total</b>  | 0   | 0  | 0       |
|   | <i>Outcompete</i>   | 0   | 0  | 0       |
|   | <i>Alternate revenues</i>   | 0   | 0  | 0       |
|   | <i>Exit strategy</i>  | 0   | 0  | 0       |
|   | <i>Trusted cofounders</i>   | 0   | 0  | 0       |
|   | <i>Invest in legal</i>  | 0   | 0  | 0       |
|   | <i>Veteran mentor</i>   | 0   | 0  | 0       |
| <i>Minimum money raising</i>  | 0   | 0   | 0  |         |
| <i>At gym!</i>  | 0   | 0   | 0  |         |