



Investor FAQ Sheet

🎯 Objective: Help SMEs anticipate typical investor questions and prepare clear, concise answers.

Business Model & Market

- What problem are you solving?
- Who are your target customers?
- What is your traction so far (clients, pilots, revenues)?

Financials

- How do you plan to make money?
- What is your funding ask and use of funds?
- What is your current valuation (pre/post-money)?

Growth & Exit

- What is your go-to-market strategy?
- What is your timeline for scaling internationally?
- What is your potential exit scenario?

Team & Product

- How does the team make strategic decisions?
- Do the founders have previous entrepreneurial/startup experience?
- Is there a shareholders' agreement in place?
- Does the team already have a functioning product or paying customers?

⚠️ Tip: Prepare short, factual answers (1–2 sentences). Be transparent and realistic.