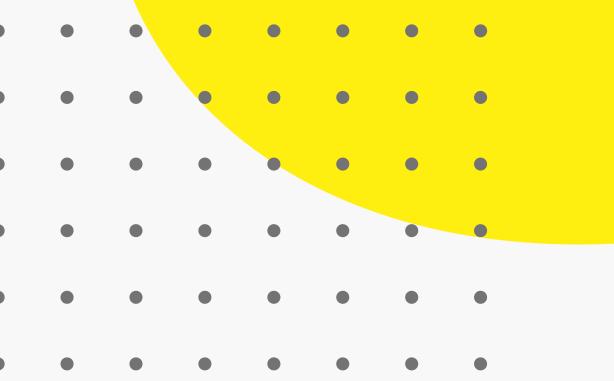
www.thestartupboard.com

Enhance chances of success for your venture!

Get actionable insights with **myBizScore** Report



Assessment Brochure

myBizScore

myBizScore is a numeric score between 0 and 100, given to a technology venture after assessment on key parameters. A report is also generated alongside to give impartial guidelines of your strength and areas of improvement, with specific action items.

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This assessment (score and report) is automatic without human intervention. The innovation quotient is arrived at through the analysis by a mentor.

Assessment is divided based on different stage of the Start-ups. It is divided into three stages

- Early Stage (Idea Stage, Seed Stage and Early Product Validation Stage)
- Revenue Generating Stage
- Growth Stage

Some assessments change due to peculiarities of the sector.



- 1. Founders who need to be selfaware of their venture readiness
- 2. Founders who want to find out steps or actions they need to take in their venture
- 3. Each assessment comes with a mentor meeting for a walkthrough of the report insights

What else do you get by undertaking the assessment?

- 1. You get access to The Startup Board platform (kind of LinkedIn for entrepreneurs) where you get many sector reports free of charge
- 2. You can post your challenges on the Founder only wall (not accessible to mentors and investors) for other founders to suggest solutions (This is very popular in the USA)
- 3. You get lots of articles to read that are meant to aware you on the vocabulary and empower you to avoid costly mistakes entrepreneur may make
- 4. You can connect with other founders, mentors and investors on the platform and organize meetings with them

myBizScore

FAQ

How much time it takes to undertake the assessment?

The assessment has about 90% objective type questions, where only selection of an option is needed. Rest 10% is descriptive. Usually, it takes about 20 minutes to complete the whole assessment. You may attempt it in one sitting or multiple.

How long it takes to get the score and the report?

There are two variants of the assessment. Some assessments are sent to Mentors for their evaluation of the subjective type answers. In that case, it takes 2-3 days to get the report and the score. In all other cases, it is immediate and automatic.

Will I be introduced to the investor after undertaking the assessment?

We are enabling the investors on the platform to discover you and use the filter to get those Startup with a score in a particular range. However, the platform facilitates access to all the founders to reach out to investors by themselves. Founders are advised to complete their profile, upload their pitch deck and any product video for better discovery by the investor.

Is the assessment to be given by the founders or anyone from the organization can give?

It is advisable for the founders to attempt the assessment as they have the vision and answers to most of the questions. Like with mentor, you leverage better when it is candid discussion on your vision, current status, and future plans.

Will mentors evaluate the assessment and write the report?

Except for the random reference to mentor or in case you opted for the assessment type which

involves the mentor, the report and the score are automatic.

How can I undertake the assessment?

Anyone who is not on the platform yet can use the following link to undertake the assessment. https://web.thestartupboard.com/auth/referral/3CgjsOiB4D?page=assessment

Those who are already on the platform, can look for myBizScore option on the top and start.

Is this assessment available through incubators and accelerators, same or different?

We have partner incubators and accelerators who also provide the access to this assessment. The assessment is same.

To understand the action items mentioned in the report, will I be introduced with the mentors who can help me get better perspective?

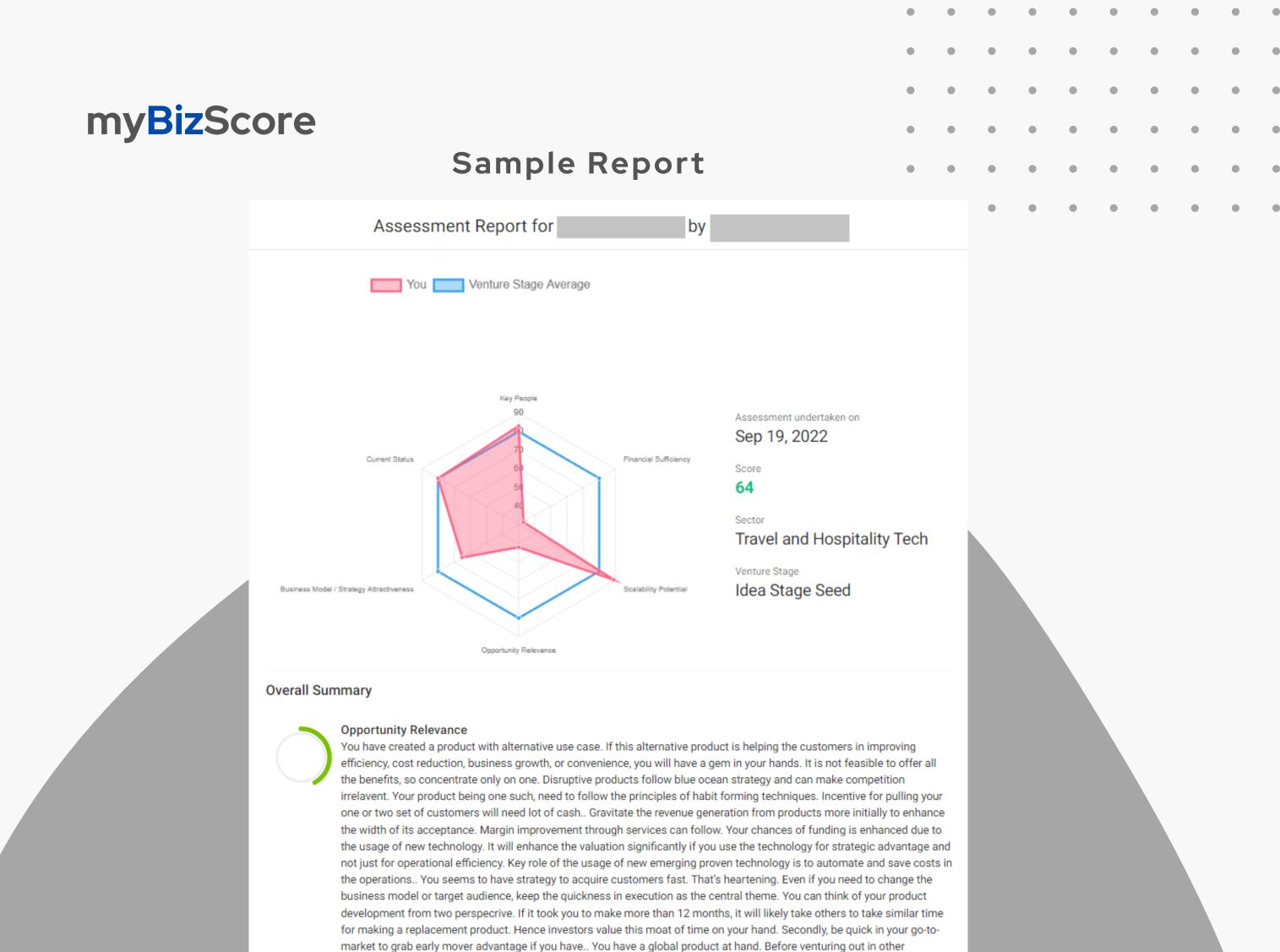
The idea of availability of mentors on the platform is to connect directly and let no one becomes the bottleneck due to their choked bandwidth, in your direct access to mentors and investors.

What is the range of error in estimating the score?

Like when you interact with mentors, myBizScore gives you an impartial view on the key aspects of your business. Score is indicative and gives you a reference in comparison to others at the same stage of your business.

How often I need to undertake this assessment?

The myBizScore is your readiness score. Should you feel your venture stage has changed substantially, you may undertake the assessment again. We advise once in 4 months is good enough to make enough progress to improve your score.



countries, try to validate in India and then choose your countries that have similar to India market behaviour first. You have an ace up your sleeve, making it frugally in India, for the world..

1. Scale very quickly

2. Raise funding for quick growth

 Make a comparison on savings from the tech usage and without it, to highlight the moat you are creating against other existing /new players in your sector.

4. Try to get funding at the earliest, to stay float and grow quickly in the market with the investment.

5. Pitch before global investors, they would appreciate your product more.

Business Model / Strategy Attractiveness

Three key aspects of choosing a sales channel are a) Easy product discovery by the customers, b) Low customer acquisition cost and c) repeat customer visits. Using direct sales channel bring surety in outcome, however, are costly. For institutional sales, this is the best method as investment once made, brings better lifetime customer value. However, in B2C cases, consider mixed model of also selling through other platform / affiliations. . Your customer acquisition model looks appropriate. Ensure you are getting a healthy pipeline at the funnel. Ensure a) sufficient number of leads to sustain for 3 to 6 months and b) quality of leads to convert every 1 in every 6 (B2B) or 1 in every 10 (B2C). If this is not happening, it needs to be corrected. Take the help of a mentor or sales expert to define your lead generation strategy. . New products and business models have emerged in the new digital world. Yours being one, has easier sales strategies than selling physical products. Your business will need Social media based targetted advertisements in a shorter period. To be discovered when searched by customers, SEO investments always pays off. Consider affiliate and influencer marketing for enhanced revenue..

Assess the cost of each channel and effectiveness of number of customers acquired through it over at least 2 months.
Join hands with partners who send the customers to you (Affiliate Marketing) and join influencer marketing platforms with specific projects.

Key People

Two co-founders makes a tango, an ideal combination seen to make the venture successful. In a statup format, even if both of you will discuss each important detail, let each of you divide the roles and be responsible for the outcome. In case of difference of opinion too, owner can take the final call.. Investors would like to see the execution capabilities of the founders. Education in India, alas, does not exhibit that quality. If you possess experience and that too, relevant experience, will help convince. . Your sector experience will help you understand the specific needs of the industry and build partnerships relatively easily. Partnership is a great tool to grow in any business.. Your access to mentors / top executives will help you

Undertake the assessment

https://www.thestartupboard.com/myBizScore

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