

# Noughts & Crosses Advisory

## Key Questions for a New Startup

### Introduction

Based on what's most critical for early-stage startups, here are the 8 essential questions that get to the heart of the business:

1. What specific problem are you solving and for whom? (Be precise about your target customer)
2. How do you know this is a real problem worth solving? (Share specific evidence, not just assumptions)
3. What are your current metrics?
  - Revenue (if any)
  - Users/Customers
  - Growth rate
  - Burn rate
  - Runway
4. What are your key assumptions for the next 12 months and what evidence supports them?
  - User growth
  - Revenue targets
  - Customer acquisition costs
  - Unit economics
5. How will you acquire customers/users and what will it cost? (Be specific about channels and costs)
6. What are your three biggest risks and how are you mitigating them?
7. Why is your team uniquely positioned to solve this problem? What key hires do you need?
8. How much capital are you raising, what will it be used for, and what key milestones will it help you achieve?

This focused set of questions forces founders to articulate the most critical aspects of their business and helps quickly identify areas that need deeper discussion.