

FINANCIAL How strong is the financial capacity?



RICH UNCLES

ACCESS TO SIGNIFICANT CAPITAL,
BUT OF LITTLE STRATEGIC RELEVANCE

VERY STRONG



VALUE DEVELOPERS

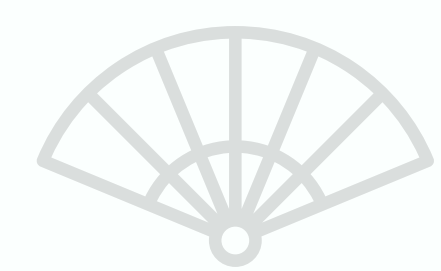
STRONG STRATEGIC FIT, CAN FUND YOU
OVER MULTIPLE INVESTMENT ROUNDS

WEAK

MEDIUM

VERY STRONG

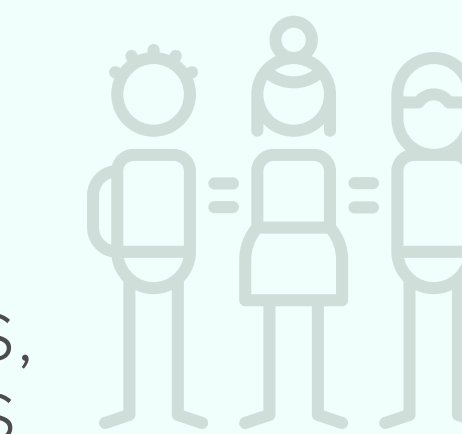
STRATEGIC How strong is the strategic fit?



FLAMING FANS

PRETTY USELESS,
BUT CRUCIALLY IMPORTANT

WEAK



GREAT FRIENDS

CAN SUPPORT YOU IN MANY WAYS,
BUT DO NOT INVEST IN FOLLOW-ON ROUNDS.



The Investor Map



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