

St. Louis Arch Angels Screening Criteria

Management Team

Management experience in space including knowledge of industry, technologies utilized and methods to address the market; demonstrated ability to execute?

Company has advisory board and/ or board of directors installed with relevant experience?

Is the founder coachable?

Market

Size of the addressable market appropriately articulated and support documented?

Size of the addressable market large enough to approach (with \$500,000,000 considered medium-sized)?

Intellectual Property

Protectable intellectual property?

Company Stage of Development

Company has addressed its past, future milestones, preferably portrayed in a Gantt chart?

Product is in beta (versus alpha) stage of development and has been developed with customer input (different for life sciences cos)?

Company has some "proof of concept" revenue (see below for consumer products or life sciences)?

For Consumer Product companies, does the company have run-rate revenues of \$1m and GM% +40%?

For Life Sciences companies, is there an articulated pathway for regulatory, payer approvals?

For Life Sciences - Device companies, positive in vitro, and ideally in vivo, data?

For Life Sciences - Diagnostic companies, strong retrospective, and ideally prospective, data?

For Life Sciences -Therapeutics companies, data showing efficacy in approved animal models?

Go-to-Market Strategy

The company has articulated a plausible go-to-market customer acquisition strategy including estimated costs of acquisition?

The company has articulated a plausible go-to-market marketing/ distribution strategy including relevant costs?

Financing Strategy

Angel investment buys a milestone, thereby significantly de-risking the venture?

Company has presented a cogent financial forecast including Revenues/ EBITDA for 3+ years supported by a robust model?

Valuation at this funding is below \$4.0 million (before new capital is raised)?

The company is seeking first-round capital of between \$250,000-\$1,000,000?

Plausible requirements for future financing were articulated?

There is a clear, plausible exit strategy within 5-7 years along with examples of similar exits?