



# LiONS LAIR VIDEO APPLICATION QUESTIONS

## 1. Problem and Solution

- Please clearly identify the problem your target market is experiencing. Please identify your target customer in your answer.
- Please clearly identify your value proposition. What makes your solution unique?
- Have you validated your solution? Tell us how.

## 2. Opportunity

- What is the market opportunity?
- How many people have this problem? Please identify the total addressable market and serviceable obtainable market.

## 3. Business Model/Strategy

- How will you make money? Describe your business model.
- Identify your competition. What strategies will you use to elevate your company?
- How will you protect your business from competition?

## 4. Go-to-Market

- How will you attract your first customers? Tell us about your beachhead.
- Describe your go-to-market strategy. How will you scale your business beyond your beachhead?
- Tell us about your company timelines. Identify key milestones for future growth.

## 5. Management Team

- Why is your team the right team to execute your business plan?
- If you are still building your team, can you explain the expertise you know you will need?

## 6. General/Other

- What do you hope to gain from LiONS LAIR?