

Financing Small Business
STARTUP.com
Discussion Topics

The Idea/Business Model/Management

- What is it
- Elevator speech
- How big is it
- Who is the customer
- Barriers to entry
- Competition
- Revenue streams
- Scalability
- The Site
- The ramp

Money Raising Efforts

- Initial meeting with Kleiner Perkins
- Tom's Mistake
- Kaleil's response
- Highland Capital meeting
- Attorney issue
- V/C requirements/concerns
- Trashing the V/C's
- \$18.5MM round/Valuation
- Heady times

The People

- Early interpersonal dynamics
- Buy-out of founding member
- Tom & Kaleil (Co-CEO's)
- Decision-making
- Kaleil and Dora
- Company culture
- Good times/bad times
- Things change

These questions are solely for the purpose of jogging your thinking. I am much more interested in your take on the people and the process.