

VC purchase viability

11/28

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STEP 1: HYPOTHESIS

We believed that VCs would be willing to partner with us because they needed to scale their growth-stage startups and wanted returns quickly.

STEP 2: OBSERVATION

We observed VCs wanted their growth-stage investments to mature quickly.

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that VCs at different stages have different pools of capital that they're willing to part with, and are willing to give cash for services more than they are for equity.

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will re-evaluate our pricing strategies for VC firms to shift away from equity.