

# NTF Due Diligence Check List

It is a sample of the assessment that businesses have to pass, applying for investment from **Nika Tech Family**.

# UNIT 1. GENERAL INFO

Information about founders:

Short bio

Links to LinkedIn profiles

## **Information about the company:**

- Brief company's history
- Current positioning
- Size of the company (number of people, roles breakdown)
- Business specialization
- Value for the market
- Your USP, what you can do better than competitors?



## UNIT 2. BUSINESS DEVELOPMENT



- Marketing channels/LeadGen (with explanation of stakes per channel)
- Pricing/rates on each client
- Price policy
- LTV (with data on each client)

## UNIT 3. AMBITIONS

- What are the ambitions of the business?
- What are the professional ambitions of the founder/s?
- What are the aims (personal and professional) of the founder/s?
- What is needed for making these ambitions come true?
- What are current problems in realization of the ambitions?

## UNIT 4. FINANCE



— MRR for the last 6 months

— Monthly net profit for the last 6 months

— Margin per business model

— Which customers are the most profitable and why

— Briefly describe the unit economics

— Budgeting and forecasting system

— Margin of the business and cash conversion cycle

— Info on the current debtors and the principles of working with those

— What are the reinvestment strategy and rules of dividend payments?

— Is there a year-strategy with a financial model and budgeting?

— What is the financial control system?



## UNIT 5. CLIENTS BASE

- Examples of clients - companies, sites, information
- Ratio between regular and one-time customers (in quantity)
- Ratio between regular and one-time customers (in circulation)
- Geography of the customer base - current and desirable
- Average check

## UNIT 6. LEGAL PART

- How is the legal part structured?
- How are financial flows structured?
- Do you have standard contracts, or do you adjust those to the customer?

## UNIT 7. STAFF

- What is the current attrition rate?
- What are the reasons for staff to leave?
- What is the monthly pace of recruitment?
- What is the percentage of passing the probationary period after hiring?
- How is the onboarding to the company made? How about onboarding to the project?



## UNIT 8. OPERATIONS

- What tools are used for processes automation?
- Are processes of your business documented? What processes are documented?
- How often are strategic sessions held and who participates in them?
- Do you have KPIs? Which KPI systems do you have in the company? For which roles?
- How the important decisions are made? Do you do financial modeling?



## UNIT 9. SALES FUNNEL

- What's the current size of the sales funnel?
- Is there a process for systematic work with the funnel?
- Which channels top up the funnel?
- Which channel of topping up the funnel is the most ROI-positive?
- What is the structure of the presale process - stages, participants, duration?
- What is the current ratio of pre and post payments? What are the goals at this point?
- What presentation/marketing materials are currently used?
- Which communication channel with clients is the most active?
- Which paid activities (promo, sponsorship of articles, mailing) did you want to be conducted for a long time, but postponed due to lack of budget?

