

Qualitative traits summary

Below a summary of the traits at the basis of the scores for the two qualitative methods. Please see appendix for detailed breakdown of which trait is used in which method.



Team

Founders

Time commitment: **Full time**

Average age: **Between 25 and 34**

Founded other companies before: **No, first experience**

Core team skills and expertise

Working together for: **1 to 2 years**

Years of experience in the industry: **45**

Business and managerial background: **Top-tier management experience**

Technical skills: **All technical skills inhouse**



Network

Board of advisors: **Yes**

Legal consultants: **Yes**

Current shareholders: **Friends and Family**



Market

Total Addressable Market (TAM): **\$ 131,335,000,000**

Annual growth rate of the market: **8.00 %**

Demand validated: **Demand validated by competitors**

Internationalization: **Active globally**



Product

Product roll-out: **Minimum Viable Product**

Feedback received: **All positive**

Loyalty to the product/service: **Still to be tested or under testing**

Partners: **Contracts with key strategic partners signed and serving high volumes**



Competition

Level of competition: **Dominated by several players**

Competitive products are: **On the same level**

Differentiation from current solutions: **Not comparable solutions**

International competition: **Not yet developed**



Protection

Barriers to entry of the market: **Very low**

Applicable IP: **Trademark and/or domain names**

Current IP protection: **IP pending for approval**