



**INVESTMENT READINESS
SELF-ASSESSMENT**



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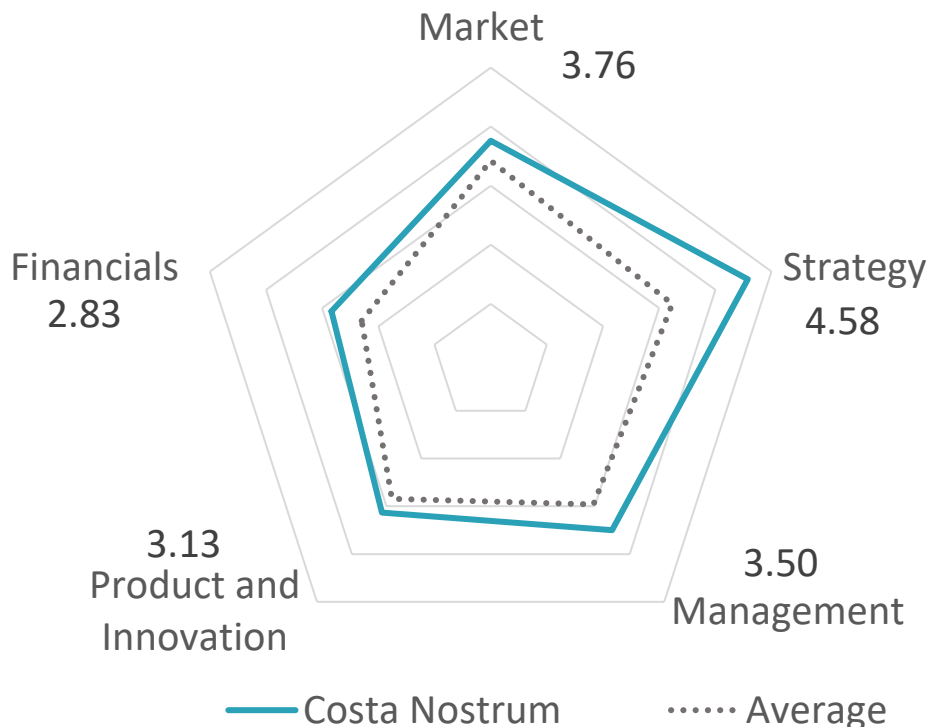
1. Introduction

Please find below feedback on your self-assessment across 5 business dimensions: Market, Management, Strategy, Product and Innovation, and Financials.

The following results will help you understand your strengths and areas of development. It will also provide you with a comparison of your score against other applicants.

Your organisation

| | |
|------------------|--|
| Company Name | Costa Nostrum |
| Respondent name: | Vassilis Zissimopoulos |
| Country: | Greece |
| Website address: | www.costanostrum.org |
| Email address: | info@costanostrum.org |



2. Your investment readiness

| Strengths | |
|-------------------------------|--|
| Market | <p>Relevant knowledge of your market and sector of activity.</p> <p>This includes:</p> <ul style="list-style-type: none"> - awareness of your addressable markets and growth potential - ability to define an expansion plan that takes into consideration your competitor landscape - adapted pricing model to your segmentation - structured go-to-market approach and plan for new markets |
| Strategy | <p>Clearly defined corporate strategy that is aligned across the team</p> <p>This includes:</p> <ul style="list-style-type: none"> - a clearly defined growth strategy - an operational and sales capacity that will enable expansion |
| Management | <p>Relevant expertise reflected within the management structure and team.</p> <p>This includes:</p> <ul style="list-style-type: none"> - depth and breadth of experience in the market and applicable industries - ability to effectively allocate resources based on mix of skills and competencies - KPIs to monitor performance and evaluate achievement of goals - ability to optimise decision making process based on KPIs |
| Product and Innovation | <p>High potential and/or mature product.</p> <p>This includes:</p> <ul style="list-style-type: none"> - recognition of your concept and market engagement with your products - formal recognition via patents and awards - low level of replicability or substitution <p>Note: Products with low regulatory barriers and that are easily adaptable have a competitive edge.</p> |

Financials

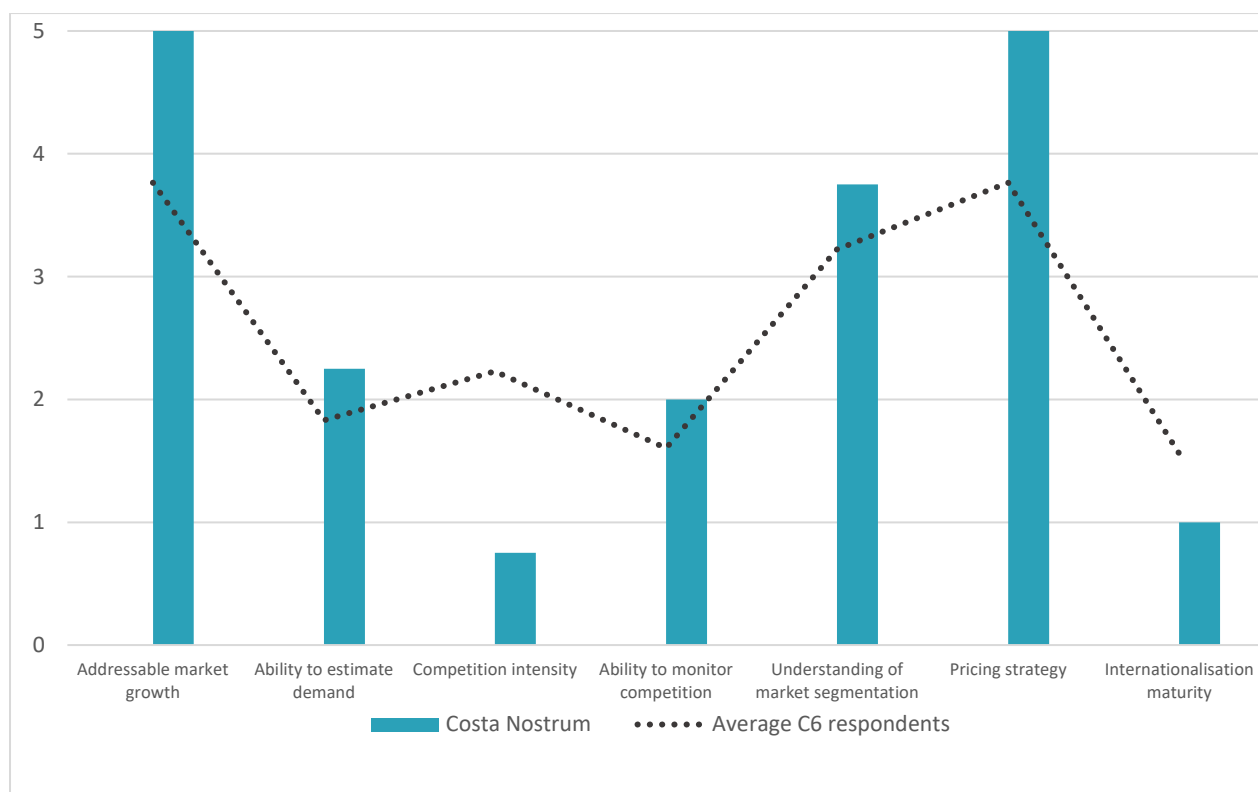
Solid financial structure, taken in context with your company's stage of maturity.

Details are provided in the "Performance per dimension" section.

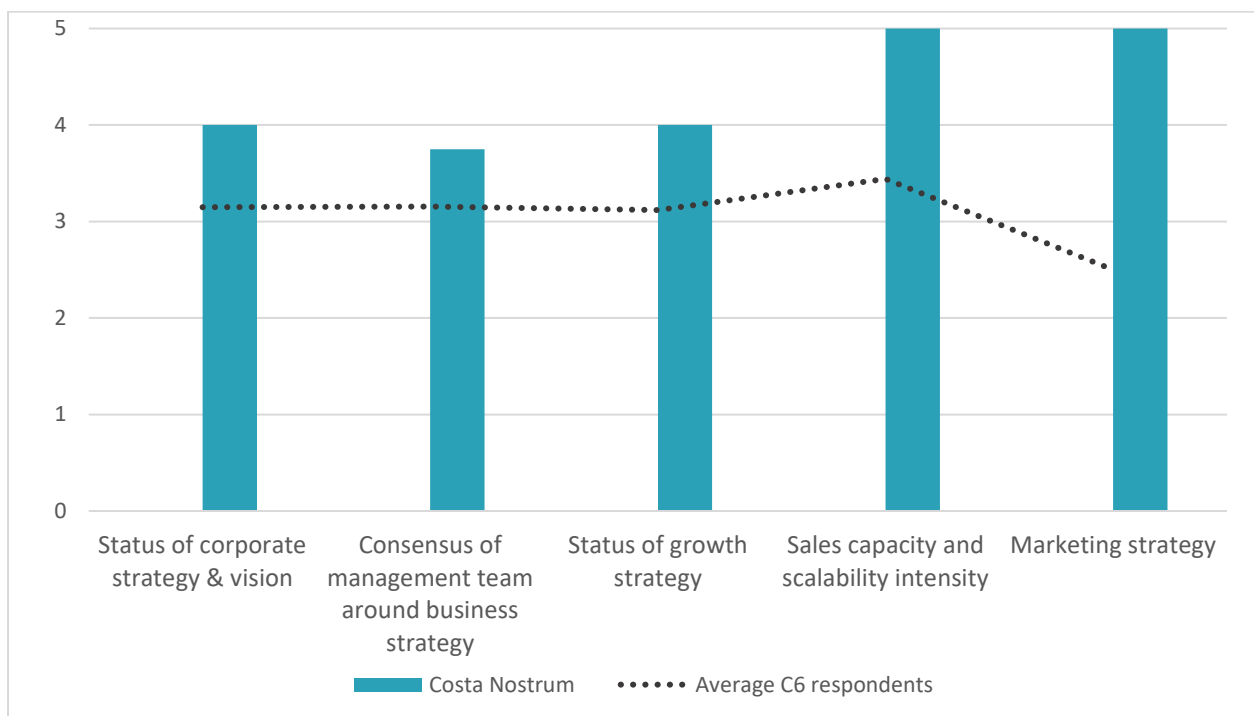
4. Performance per dimension

The graphs reflect your scoring per criteria in each dimension. The comparison line in grey reflects the average score across all applications received.

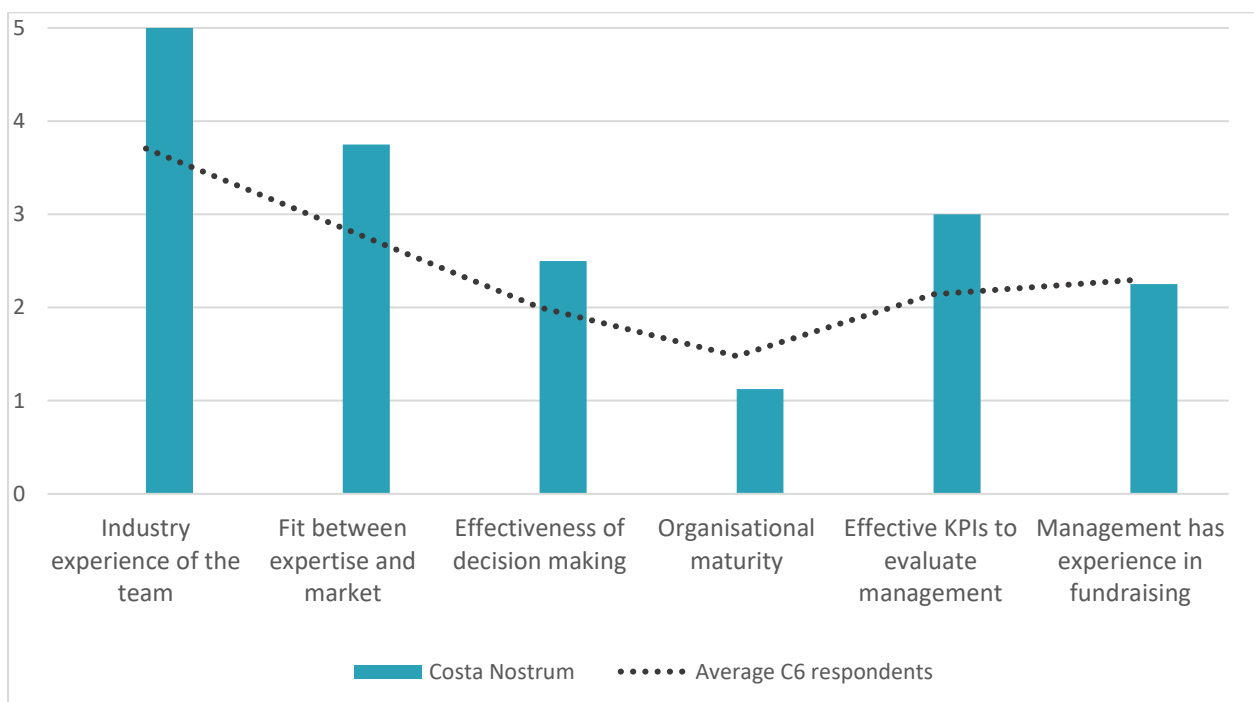
4.1 Market



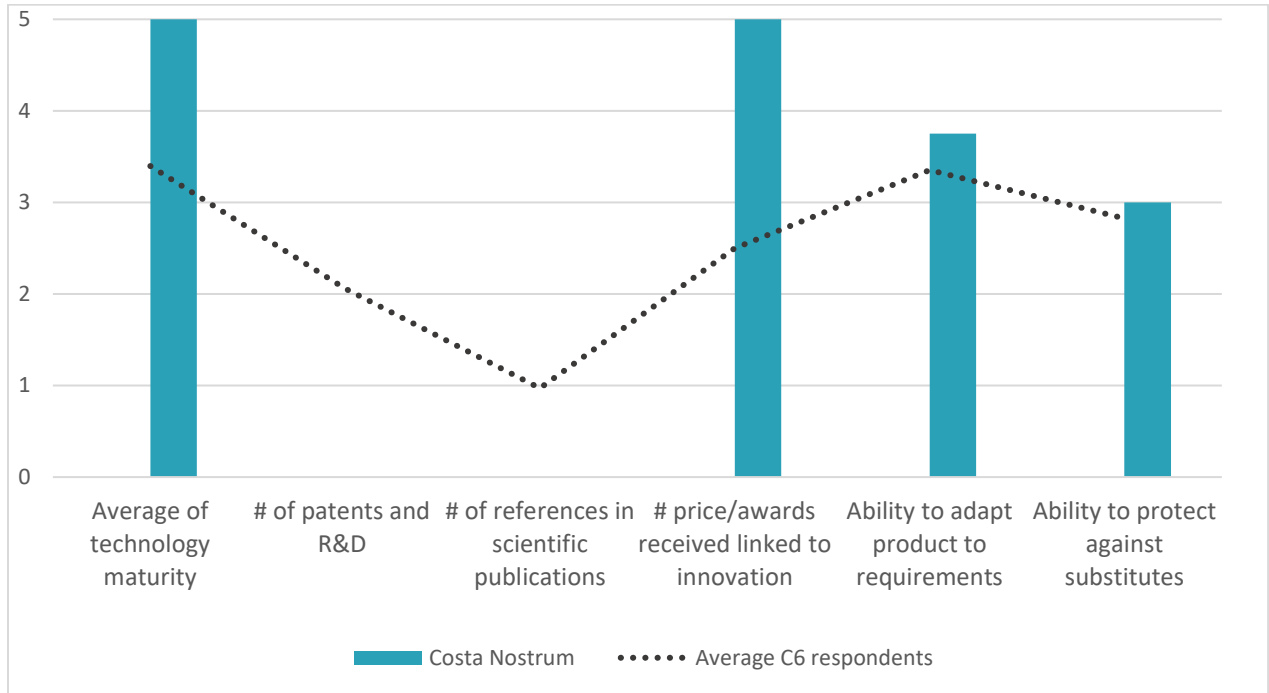
4.2 Strategy



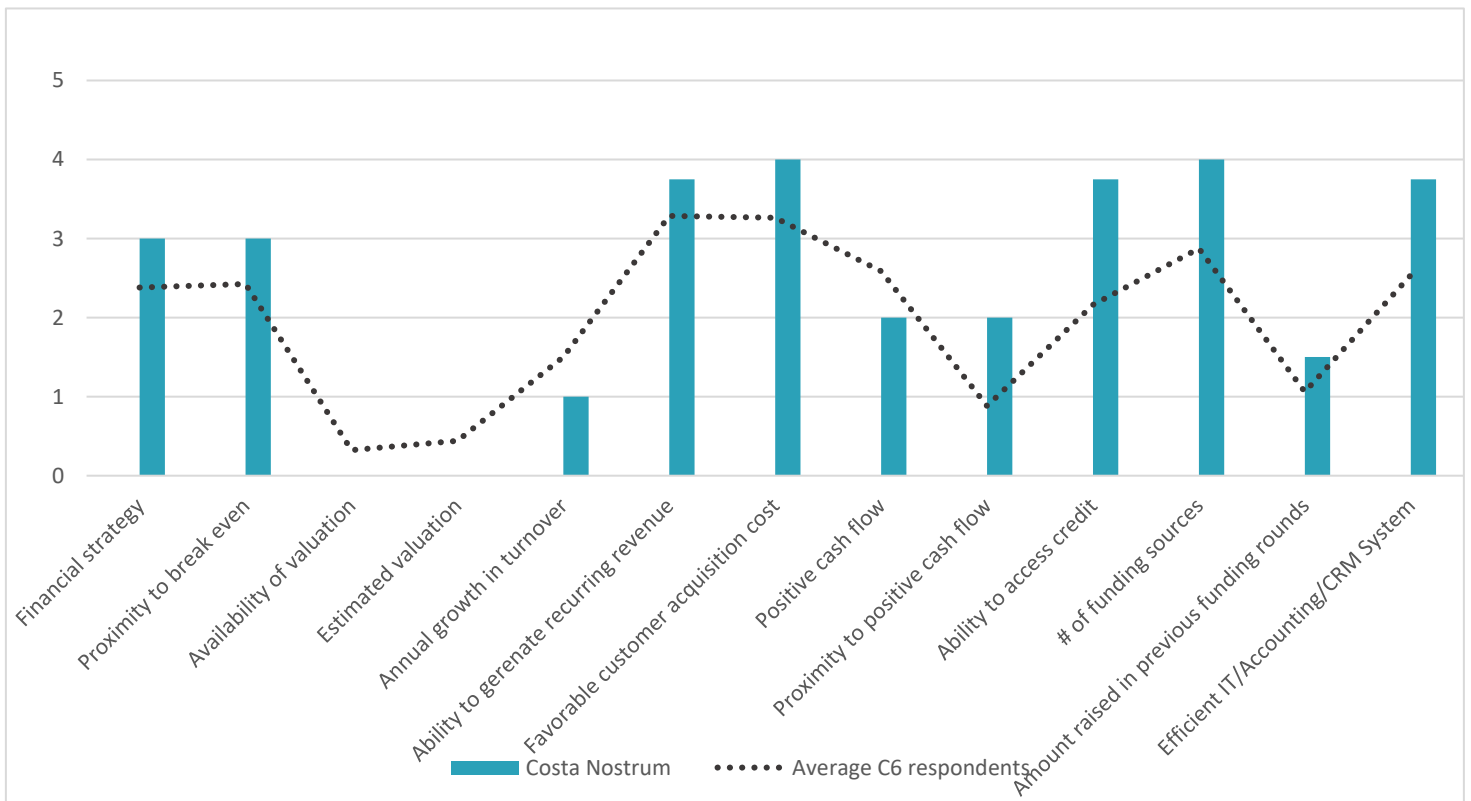
4.3 Management



4.4 Product and innovation



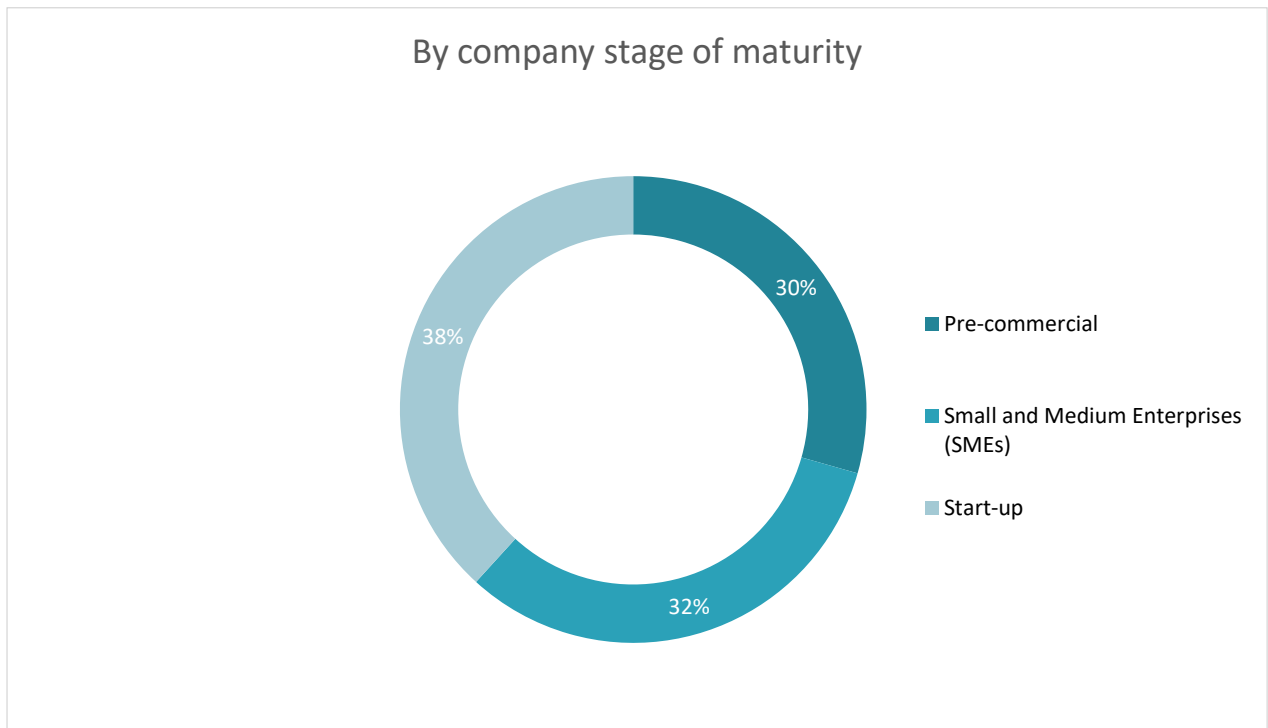
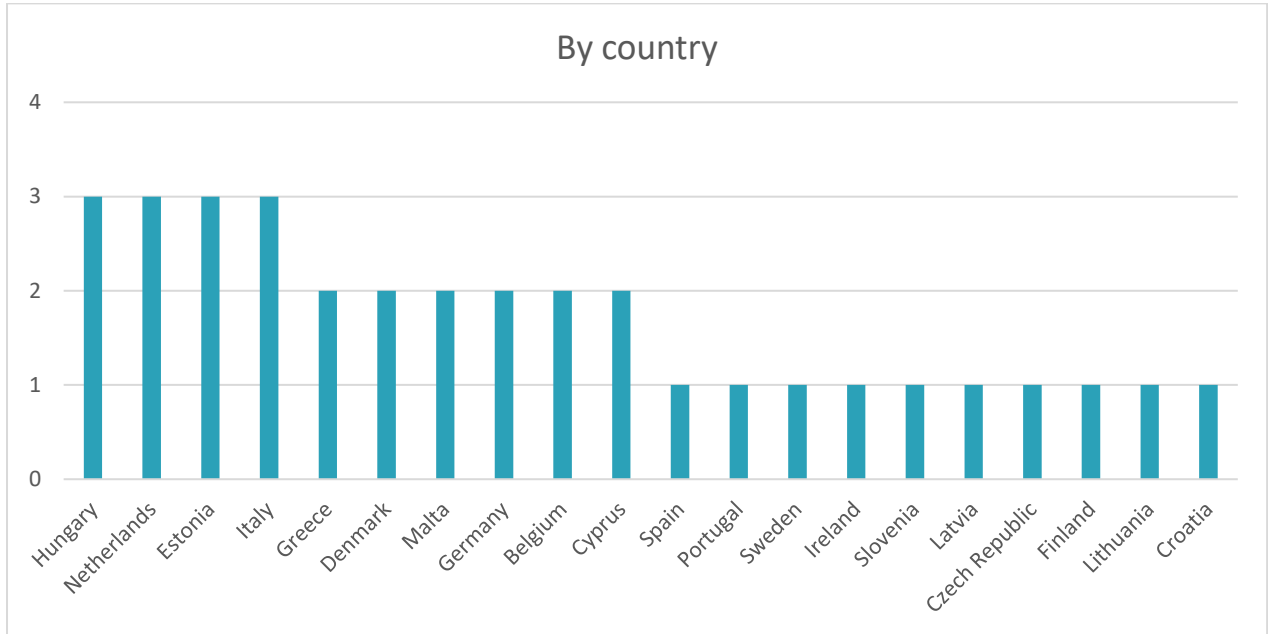
4.5 Financials

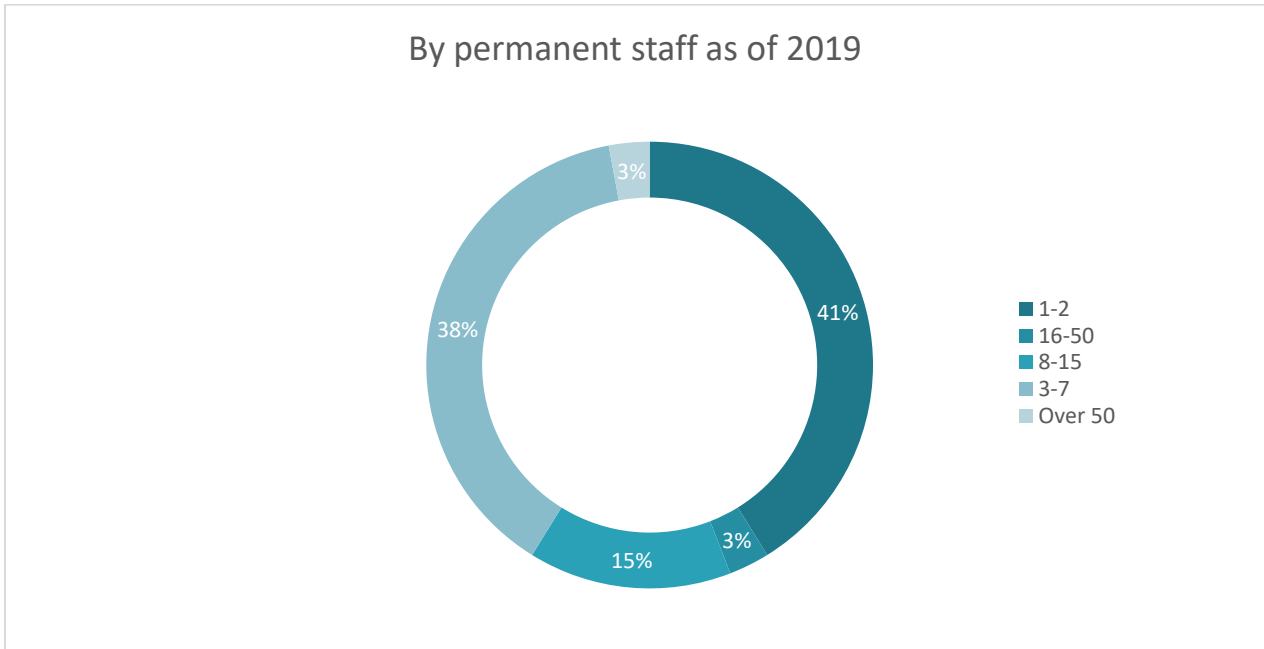
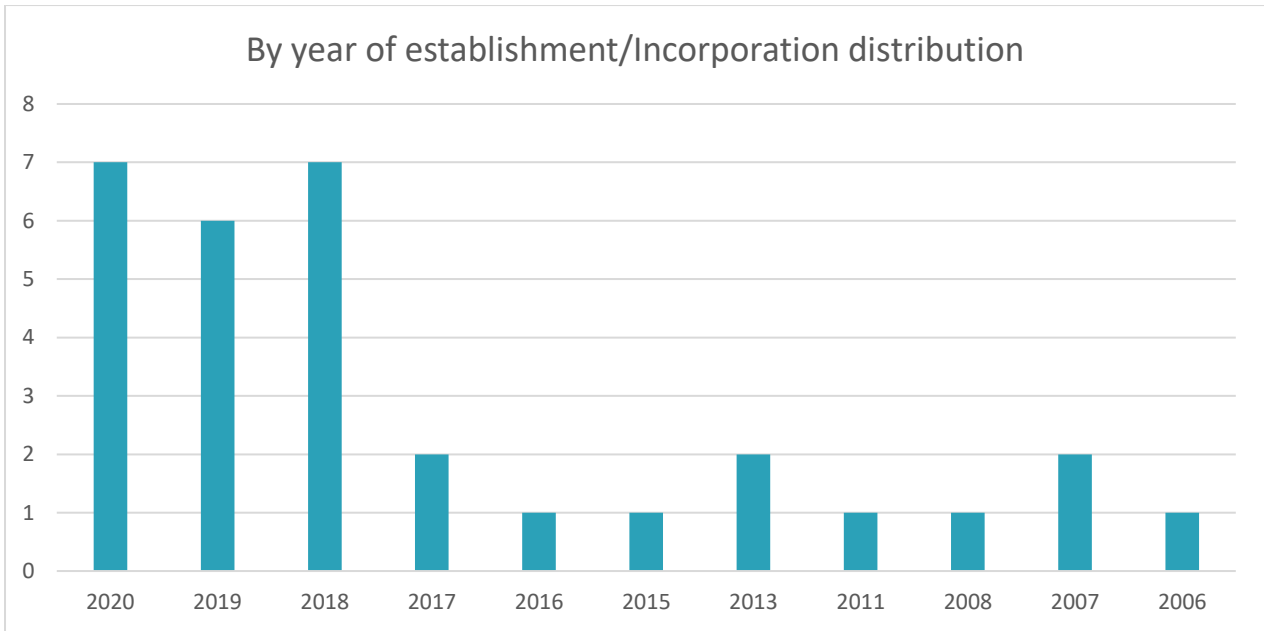


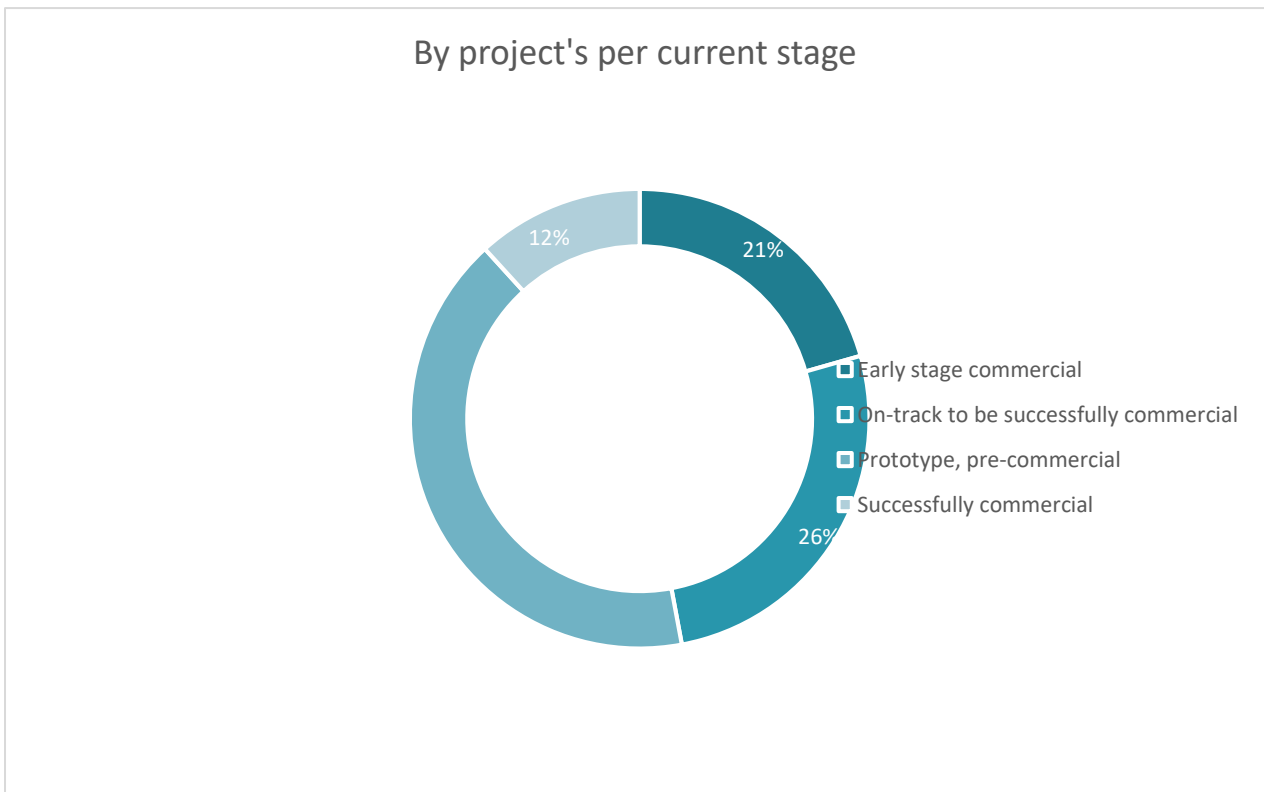
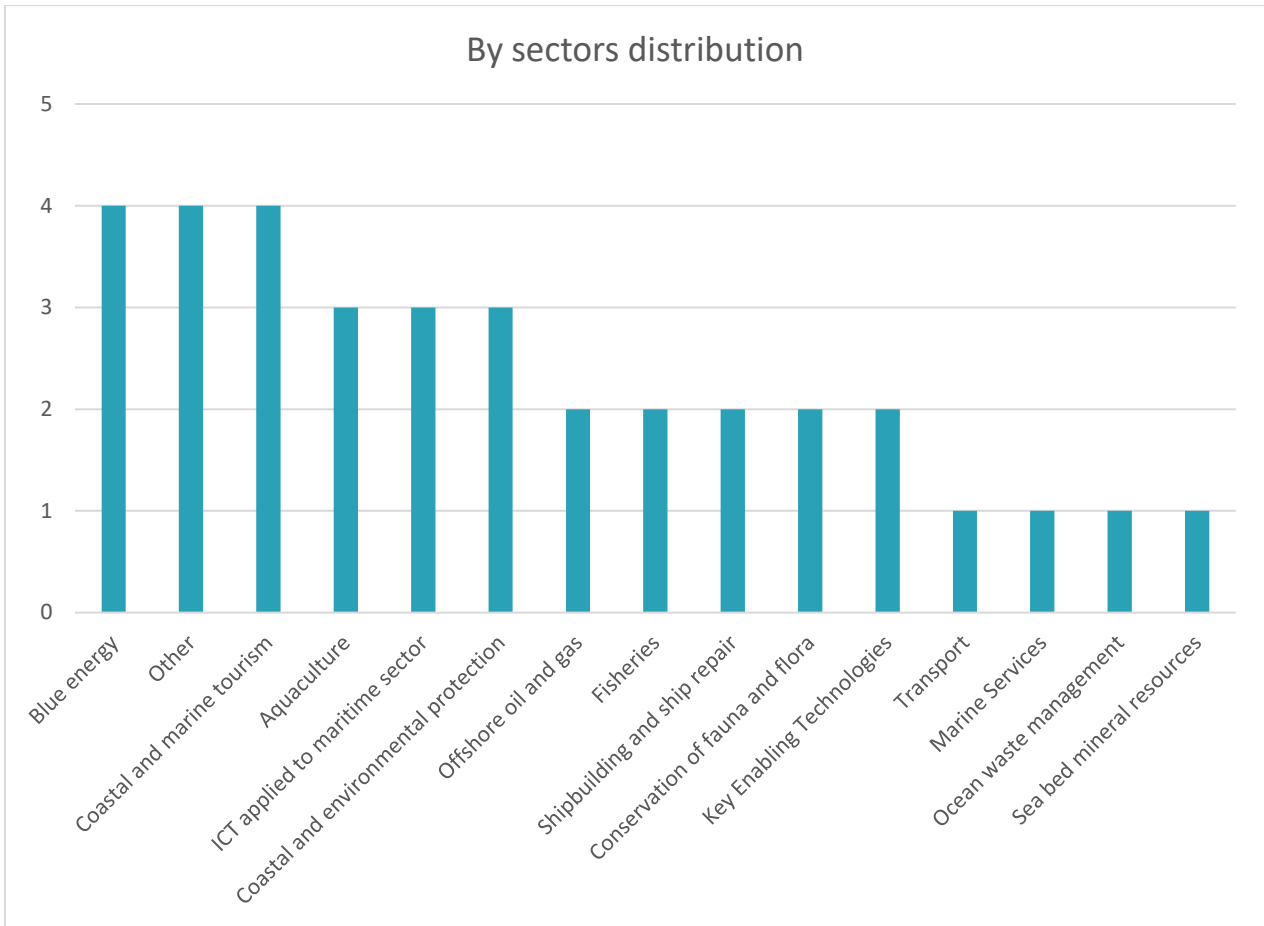
Financial readiness per maturity stage

- **Pre-commercial** organisations should be able to provide investors with, at minimum, a clear financial scenario, and a business model capable of generating recurring revenue in future.
- **Start-ups** with less than 3 years of operation should be able to provide investors with an estimated valuation, a favourable client acquisition cost. They must be mindful of their proximity to break even.
- **SMEs** with over 3 years of operation, having between 1-250 employees and a turnover below 50M euros, should be able to provide investors with a solid annual growth rate, proximity to become cash flow positive and have a clear financial structure and funding strategy.

5. Applications - General demographics







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