



Case Study #3

Venture Capital Due Diligence

- ❑ Venture Capital firm identified investment opportunity in online advertising
- ❑ Satisfied with market positioning and business potential of company
- ❑ Wanted to verify that the technology would scale to support business success
- ❑ Secondary goal of providing feedback on the technology team



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How LTP Helped

- ❑ Defined meeting agenda based on investors requirements and advance company information
- ❑ Full day, onsite review meeting with CEO, CTO and VP of Product Management reviewing architecture and product positioning to determine:
 - Scalability
 - IP/Technical barrier to entry
 - Product Roadmap
 - Organization
 - Engineering team
 - Processes
- ❑ Delivered verbal and written report to VC
- ❑ VC decided to invest
- ❑ Reference available on request