

OWES

Founder Intake

Answer what you can — "not sure yet" is a perfectly good answer, and tells us where you need the most help. Your progress saves automatically on this device. Only complete the modules relevant to what you want built.

Fill in what you can, then email this PDF to intake@owesnow.com. "Not sure yet" is a perfectly good answer.

YOUR DETAILS

Your name

Your email

MODULE 01

Founder & Venture Discovery

Feeds: Foundation for every artifact

The essentials about you and the venture. Everything else builds on this.

1. Working name of the venture (plus any alternatives you're considering)

2. In one sentence: "We help [who] do [what] so they can [outcome]."

3. The problem — what problem are you solving, for whom, and why does it matter now?

4. The solution — what are you building, in plain language?

5. Why you? Your founding story and unfair advantage.

6. What stage are you at today?

- ☐ Idea / concept
- ☐ Early users / pilots
- ☐ Scaling
- ☐ Prototype / building
- ☐ Generating revenue

7. Vision — if you succeed, what does the world look like in 5–10 years?

8. Mission — what do you do every day to get there?

9. Core values (3–5 words or short phrases)

10. Primary goal for the next 6–12 months

- ☐ Validate the idea
- ☐ Get first customers
- ☐ Grow revenue
- ☐ Build the MVP
- ☐ Raise capital
- ☐ Other (describe below)

Other / details:

11. Founders & core team — names, roles, and relevant background.

12. The biggest risks or unknowns keeping you up at night.

MODULE 02

Brand & Identity

Feeds: Brand book

How the venture looks, sounds, and makes people feel.

1. Is the name final? If so, what does it mean or where does it come from?

2. Positioning: "For [audience] who [need], [brand] is the [category] that [benefit], because [reason]."

3. Who exactly is the target audience? (segments, roles, what they care about)

4. What makes you genuinely different from the alternatives?

5. Brand personality — pick the words that fit

☐ Bold

☐ Modern

☐ Playful

☐ Warm / human

☐ Premium / luxury

☐ Technical

☐ Understated

☐ Classic / heritage

☐ Serious

☐ Precise / clinical

☐ Accessible / friendly

☐ Editorial / thoughtful

6. Voice & tone — how should the brand sound? Words or phrases to use, and ones to avoid.

7. Brands you admire (and why) — and any you do NOT want to resemble.

8. Colors — any must-have or must-avoid colors? What feeling should the palette evoke?

9. Logo direction

- ☐ Wordmark (text only) ☐ Symbol / icon only
- ☐ Symbol + wordmark ☐ Not sure — open to ideas

10. Any imagery, motifs, or constraints for the logo/visuals? (e.g., "no cliché icons")

11. Taglines or phrases you already use or love

12. Where will the brand show up most?

- ☐ Website ☐ Pitch deck
- ☐ Mobile / web app ☐ Social media
- ☐ Print / events ☐ Email

13. Existing brand assets to keep? (logo, fonts, colors, files) — list or link them.

MODULE 03

Website & Marketing

Feeds: Marketing website

The public front door. What it must do and say.

1. The website's #1 job

- ☐ Explain the product ☐ Capture leads / signups
- ☐ Drive purchases ☐ Investor / fundraising info
- ☐ Build credibility ☐ Recruit talent

2. The single most important call-to-action (the ONE thing a visitor should do)

3. Audiences the site must serve

☐ Customers / users

☐ Investors

☐ Partners

☐ Talent / hiring

☐ Press / media

4. Pages / sections you'll need

☐ Home

☐ Product / Features

☐ How it works

☐ Pricing

☐ About / Team

☐ Case studies / Proof

☐ Blog / Resources

☐ For Investors

☐ Careers

☐ Contact

☐ Docs / Help

5. In 5 seconds, what should a first-time visitor understand and remember?

6. Proof & credibility to feature (metrics, customer logos, testimonials, press, awards).

7. 2–3 websites you like — and specifically what you like about each.

8. Imagery direction (real photography, illustration, product screenshots, abstract).

9. Domain — do you own one? What's the desired address?

10. Contact / lead capture — what info do you want to collect, and where should it go?

11. Content — who writes the copy?

☐ I'll provide it

☐ Please write it from my answers

☐ A mix

MODULE 04

Pitch Deck & Investors

Feeds: Pitch deck (and LP memo)

The story and numbers that get a meeting — and a yes.

1. Who is the deck for?

☐ Pre-seed / seed VCs

☐ Angel investors

☐ LPs (for a fund)

☐ Grant / accelerator

☐ Strategic partners

☐ Customers

2. The market — how big is it (TAM/SAM/SOM if known), and "why now"?

3. Business model — how do you make money?

4. Go-to-market — how will you reach and win customers?

5. Traction to date — users, revenue, pilots, LOIs, waitlist, partnerships, any signal.

6. Competition — who else does this, and what's your edge?

7. Team — founders, key hires, and advisors that make you credible.

8. The ask — how much are you raising (and on what terms, if known)?

9. Use of funds — where does the money go?

10. What milestones will this round unlock?

11. Financial snapshot — current revenue, monthly burn, runway (if applicable)

MODULE 05

Product / App (POC & Mockup)

Feeds: Product mockup / proof-of-concept

What we'd design and prototype first.

1. In one line, what does the product do for the user?

2. Primary user(s) / personas — who uses it and in what context?

3. Top jobs-to-be-done — what are they trying to accomplish?

4. The core "aha" flow — the single most important thing a user must be able to do.

5. Must-have features for a first version (MVP) — list in priority order.

6. Nice-to-have / later features.

7. Explicitly out of scope for now (non-goals).

8. Key screens / pages you imagine (e.g., dashboard, onboarding, settings).

9. Data — what information does the app store or manage?

10. Integrations / external services needed

☐ Payments (Stripe, etc.)

☐ Email / notifications

☐ Maps / location

☐ Analytics

☐ Auth / login

☐ AI / LLM features

☐ Calendar / scheduling

☐ Third-party APIs (list below)

Other / details:

11. Platform

- ☐ Web app
- ☐ Mobile — Android
- ☐ Desktop
- ☐ Mobile — iOS
- ☐ Mobile — both
- ☐ Not sure yet

12. Apps whose experience you admire (and why).

13. Success metric — how will you know the POC works?

14. Constraints — timeline, budget, tech preferences, compliance/regulatory.

MODULE 06

Fund & Capital Structure

Feeds: LP investment memo (optional — only if raising a fund)

Complete this module only if the venture is an investment fund raising from LPs.

1. Fund name and vintage year

2. Target fund size, and target first close

3. Strategy / thesis and stage focus.

4. Check size and target number of portfolio companies

5. Target ownership and reserve strategy (% for follow-on)

6. Management fee and carried interest

7. GP commitment

8. Fund term and investment period

9. Structure, domicile, and regulatory exemption (e.g., 506(b) / 3(c)(1))

10. Target LP profile and advisory (LPAC) approach.

11. Track record / prior investing or operating experience.

12. Distribution / waterfall preferences (if any).

ATTACHMENTS

Share files that help

Email your files (logo, brand assets, decks, screenshots, docs) along with this PDF to intake@owesnow.com, or paste links below.

Links to files

