



Assessment questionnaire

Profile: Company being created

This is the complete questionnaire so you can prepare at your own pace. When you are ready, fill it out online and receive a copy by email: <https://docs.instfy.com/en/form-assessment/?perfil=empresa-em-criacao>

Estimated time: about 10 minutes · Fields marked * are required in the online form. Never write passwords in this questionnaire.

Who it is for: entrepreneurs who are getting a business off the ground.

WHAT WE ASSESS MORE DEEPLY

The idea and the problem it solves

The audience

The business and revenue model

Available capital

The founder's execution capacity

What needs to be in place for operations to start

KEY QUESTIONS

- Is there real demand?
- What is the smallest viable business?
- What should be done first and what can wait?

You receive: a snapshot of the starting point, the hypotheses to validate and a clear direction for the first steps.

Your details

So we can send your copy and get back to you.

1. Full name *

2. Email *

3. Phone or WhatsApp

4. Your role

5. Company *

6. Company website or social profile

7. City and country

Who the business is

The type of business completely changes the analysis.

8. Which profile best describes your business? *

Choose one option

- ☐ Company being created ☐ Startup ☐ Small or mid-sized business ☐ Family business
☐ Established company ☐ Business group ☐ Manufacturing ☐ Retail ☐ Services ☐ Franchise
☐ Personal brand ☐ Public institution ☐ Multinational

9. Industry

10. How long has the business existed?

Choose one option

- ☐ Not started yet ☐ Less than 2 years ☐ 2 to 5 years ☐ 5 to 15 years ☐ More than 15 years

11. Team size

Choose one option

- ☐ Just me ☐ 2 to 10 ☐ 11 to 50 ☐ 51 to 200 ☐ More than 200

12. Approximate annual revenue

Choose one option

- ☐ I prefer not to say ☐ No revenue yet ☐ Up to US\$ 250k ☐ US\$ 250k to 1M ☐ US\$ 1M to 10M
☐ Over US\$ 10M

Questions for your profile

Questions specific to the profile you chose. They make our first conversation much more focused.

13. What problem does your idea solve, and for whom? *

14. What stage is the idea at?

Choose one option

- ☐ Just the idea ☐ Researching the market ☐ Prototype or pilot ☐ First sales

15. What signs of demand do you already have? (conversations, pre-sales, waitlist)

16. Capital available to get started

Choose one option

- ☐ Your own funds ☐ Partners or family ☐ Investor ☐ Not decided yet

17. Your current commitment to the business

Choose one option

- ☐ Full-time ☐ Part-time ☐ I haven't started yet

18. What do you think needs to be in place for operations to start?

Where you are and where you want to go

You do not need to be sure what the problem is. Finding out is also our job.

19. What best describes your moment? *

Choose one option

- ☐ Create something new ☐ Transform what exists ☐ Develop and gain efficiency
☐ Expand into new markets

20. What is your main challenge today? *

21. Where do you want to be in the next 12 to 24 months? *

22. Which areas seem most involved?

Check all that apply

- ☐ Strategy and business model ☐ Products and services ☐ Sales ☐ Marketing and brand
☐ Technology and systems ☐ AI and automation ☐ Data and metrics ☐ Operations and processes
☐ People and organization ☐ Finance ☐ Expansion and international growth

23. What has been tried so far?

Priority and next steps

24. When would you like to start?

Choose one option

- ☐ Right away ☐ Within 30 days ☐ Within 3 months ☐ Still evaluating

25. Who decides on this project?

Choose one option

- ☐ I decide ☐ I decide with partners or the board ☐ Someone else decides

26. How do you prefer to be contacted?

Choose one option

- ☐ Email ☐ WhatsApp ☐ Video call ☐ Phone

27. How did you hear about Instfy?

Choose one option

- ☐ Referral ☐ Instfy partner ☐ Google search ☐ AI assistant ☐ Social media ☐ Event ☐ Other

28. Anything else we should know?
