ARISTAGORA
VENTURE CAPITAL

Building A Competitive Analysis

ABOUT US

Founding

Aristagora VC was founded in 2020 to disrupt the traditional venture capital industry. A collaboration between Israeli and Japanese general partners, the fund is vertically agnostic and does not focus on specific sectors, believing that newly established start-ups must be afforded creative flexibility and the ability to adapt themselves to a dynamic world.

Aim

Aristagora VC's aim is to bring added value to the negotiating table through strategic global partnerships and the unique opportunity to survive "Start-Up Death Valley."

Investment

Aristagora VC focuses on early-stage companies, providing the funding and professional help to continue development until additional, later-stage funding can be secured. Aristagora VC serves as a feeder for later-stage investments within the Israeli market and abroad.

Advantages

Aristagora VC's revolutionary approach provides much-needed capital, opens doors to markets that are traditionally hard to penetrate, and offers the peace of mind that your company will survive to the next funding round.

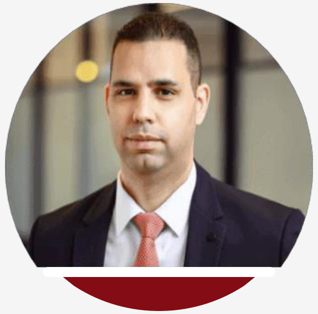
OUR TEAM

Takeshi Shinoda

President and General Partner

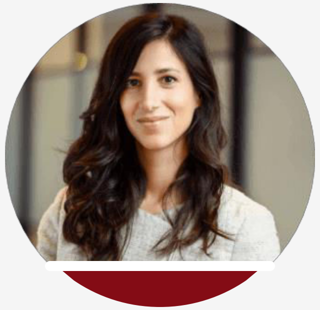
Gideon Ben-Zvi

Head of Investment Committee and General Partner



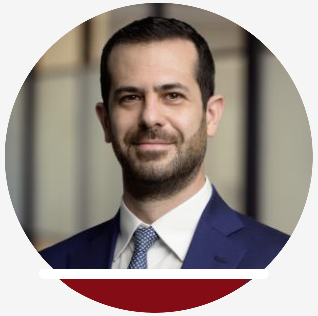
Moshe Sarfaty

Managing Partner



Anat Tila Cherni

Managing Partner



Ori Edry

Senior Associate

WHAT ARE WE LOOKING FOR?

Aristagora VC is a sector-agnostic, early-stage venture capital fund. We partner with exceptional teams and support them from inception to growth. We believe in a “hands-on” approach and work closely with our portfolio companies to add value in any aspect required. When relevant, we offer our expertise and deep network in Japan to provide our companies with access to the Japanese market.

Early Stage
We invest in early-stage startups from inception to growth stage, helping them throughout their journey to later-stage funding.

Domain Knowledge Founders
We partner with multidisciplinary founders who are fully committed to the startup journey.

Cutting-Edge Technologies
We look for Israeli cutting-edge technologies that disrupt and digitize various sectors and industries.

ARISTAGORA
VENTURE CAPITAL

COMPETITIVE ANALYSIS TEMPLATE

COMPANY PROFILE

Company name

What do you do? (briefly)

Team

Name
Relevant experience and expertise

Name
Relevant experience and expertise

Name
Relevant experience and expertise

COMPANY KEY MILESTONES

Q3 2022	Incorporated
Q4 2022	Pre Seed Funding
Q1 2023	MVP
Q2 2023	First Customer
Q1 2024	$100K ARR
Today	Raising Seed Funding

MARKET OVERVIEW

The point of this slide is to paint a picture of the market

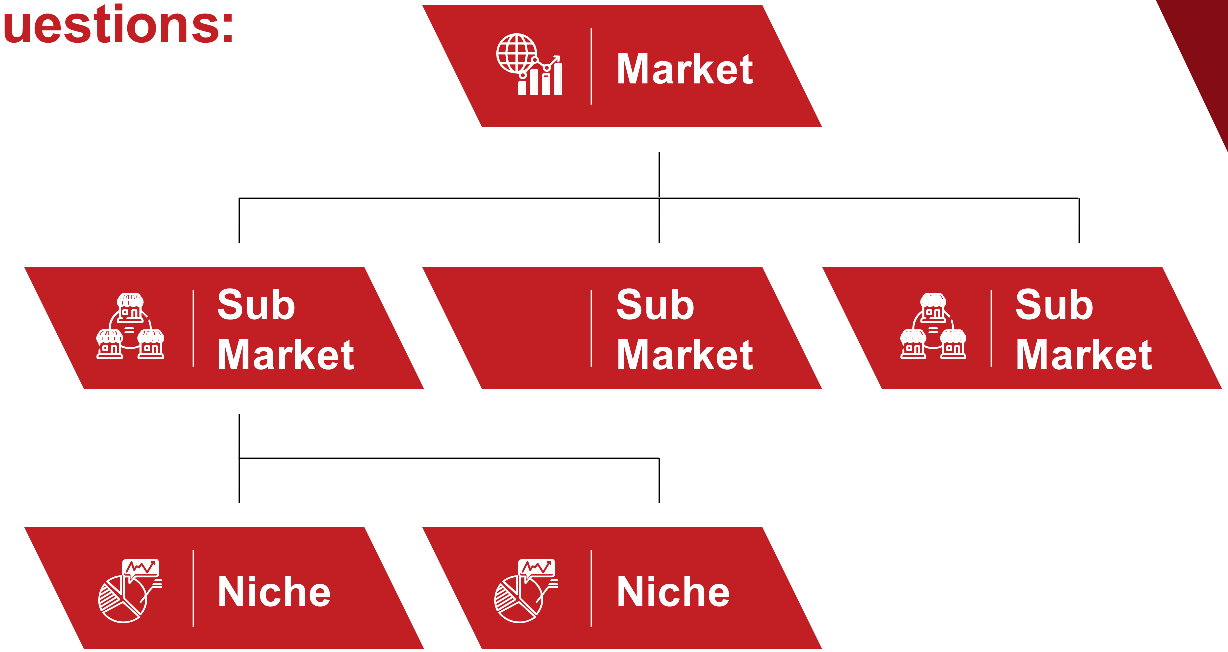
The slide should answer the following questions:

What is the market?

Who is the market for?

How big is the market currently?

How big is the market potentially?



Graphics

A picture is worth a 1,000 words – when possible you should include graphs or maps

KEY MARKET METRICS

Additional metrics that can help analyze the market and competition

Market Milestones

Include a list of key milestones in the market. **Ideas for key milestones are:** company founded, money raised, buyout/mergers. Key takeaways from the milestones listed should go here.

Monetization

This section should explain how other players in the market make money. **Some ideas for columns are:** revenue, pricing model, fees(B2C), fees(B2B), payment plans, etc.

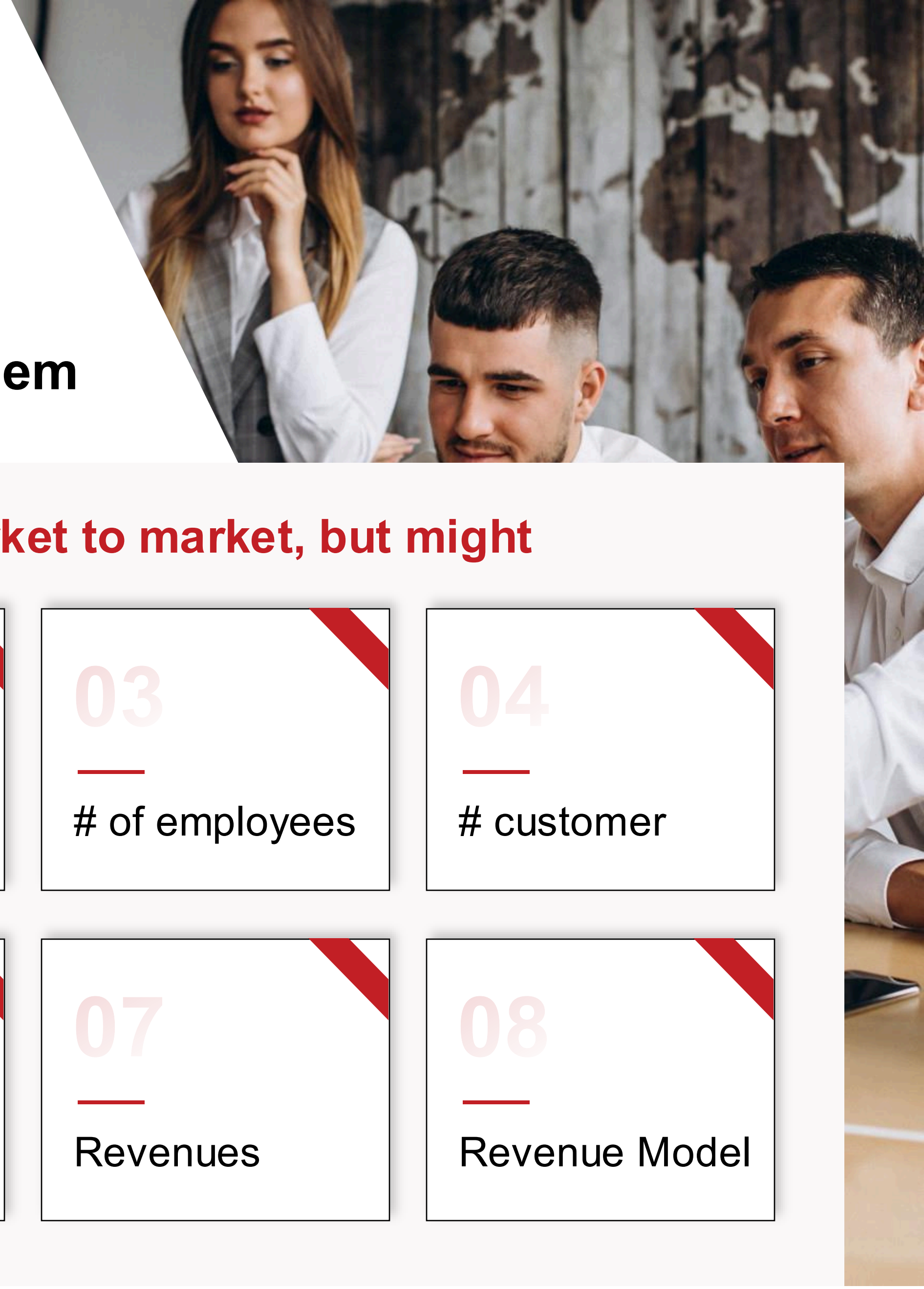
Costs

Describe what are the major costs for players in the market. **Examples of costs are:** Employees (include the types), Marketing (include the types), Servers, Licensing Deals, Revenue Sharing, etc.

Go To Market

Explain other players go to market approach

MARKET PLAYERS



Slides on the market players should provide a list of the players in the market as well as key information about them

We want to know about the newer, smaller companies just as much, if not more, than the big ones.

Where to find the info:
Google, CrunchBase, SNC, LinkedIn, etc.

Key information differs from market to market, but might include:

01 — Date Founded

02 — Headquarters

03 — # of employees

04 — # customer

05 — Money raised

06 — Valuation

07 — Revenues

08 — Revenue Model

COMPETITIVE ANALYSIS

Provide an overview and description of the competition and differentiation

	Year founded	Characteristic 1	Characteristic 2	Characteristic 3	Characteristic 4	Characteristic 5
Your Logo	Year				Exp/ #	
Competitor Logo	Year				Exp/ #	
Competitor Logo	Year				Exp/ #	
Competitor Logo	Year				Exp/ #	

COMPETITIVE ADVANTAGE

What makes you better?

Do you have a moat?

Are there barriers to entry?

SWAT ANALYSIS

Provide an overview of a SWAT analysis of your company

STRENGTHS

- Strength #1
- Strength #2
- Strength #3
- Strength #4
- Strength #5

WEAKNESSES

- Weakness #1
- Weakness #2
- Weakness #3
- Weakness #4
- Weakness #5

- Opportunity #1
- Opportunity #2
- Opportunity #3
- Opportunity #4
- Opportunity #5

OPPORTUNITIES

- Threat #1
- Threat #2
- Threat #3
- Threat #4
- Threat #5

THREATS

ISRAEL

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Israel

JAPAN

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