

## Are Start-ups Right for Me?

Before deciding to make a move to a startup company, there are some questions that you should consider to determine whether the company is right for you. These questions include:

1. Who is the executive team and what is their experience and success rate?
2. Who are the investors and what is their reputation, experience and success rate?
3. What marketplace are they targeting and what is the projected growth rate of that market?
4. Who is the competition?
5. What amount of equity is appropriate for your level at the stage of the company?
6. Salary: how important is it really?
7. Understand stock participation and dilution. Consider the positive and negative aspects of dilution.
8. How successful has the company been in attracting and retaining key people?
9. Consider turnover. Who has left and why? Was the impact positive or negative on the company?
10. What are and how do you evaluate the following areas of risk:
  - o technical risk
  - o market risk
  - o financial risk