



DeallQ™ Assessment

Deep Insights into Startups



DeallQ™ is a didactic, founder-facing tool that helps both founders and investors quickly assess investment readiness by collecting structured, objective data across critical risk areas. It doesn't make decisions-it reveals whether a team has the clarity, consistency, and preparation to support a strong business case. For founders, it highlights what still needs work; for investors, it filters out unqualified deals early, saving time and focusing attention on startups truly ready for funding.

DeallQ™ FAQ

DeallQ™ Versions

DeallQ™ is offered in three versions that build on one another. Dea/IQ™ Lite is free for angel groups, accelerators, incubators, and their founders; founders access it through an organization enrolled with Startup Ecosystem™. DeallQ™ Lite or Full adds more-detailed inputs for founders who need to share richer information with investors. It is sold on a six-month renewable subscription, during which founders can update their survey and control the circulation of the secure report link. Deal/Qr,' Due Diligence extends the Full version by allowing founders to upload supporting documents while retaining the same update and circulation controls.

What does DeallQ™ provide?

DeallQ™ Lite combines a short survey with Startup Ecosystem's database of early-stage funding outcomes to produce a report that helps founders gauge their funding readiness and helps investors evaluate deals quickly and reliably.

How many sections are in DeallQ™?

All versions-Lite, Full, and Due Diligence-contain twelve sequential sections. Founders can invite other team members to contribute where appropriate.

What are the sections of DeallQ™?

A full list of section topics can be viewed by clicking the "DeallQ How-To" link on the Startup Ecosystem website, or by clicking [here](#).

How much time is required to complete the DeallQ™ survey?

Completion time depends mainly on (1) how prepared the applicant is and (2) which survey level they choose. Well-prepared founders typically finish DeallQ™ Lite in under an hour (the record is forty-two minutes), while less-ready founders may take up to three hours and twenty minutes. DeallQ™ Full



takes about one hour forty-five minutes for prepared founders and up to five and a half hours for others. DeallQ™ Due Diligence usually adds less than thirty minutes beyond the Full survey.

Which industry verticals or sectors do you focus on?

Startup Ecosystem concentrates on Cybersecurity & Enterprise Software; FinTech, e-commerce, and payments; Lifestyle, Social, and Mindfulness; Logistics and Transportation; Healthcare, Medical, and Sports; Saas & Waas; and Hospitality, Restaurants, and Retail. More details are available on the Verticals and Member Portfolio pages.

Where does Startup Ecosystem invest?

Investments are made in businesses headquartered in the United States and Canada.

How does Startup Ecosystem add value beyond funding?

The network provides introductions to potential Series A-and-beyond investors, mentoring and coaching on fundraising strategy, governance, talent, and go-to-market execution, as well as connections to prospective customers and industry partners.

What is the application and deal-flow process?

The process moves from an initial application to completion of the DeallQ™ survey and report, then through pre-screening, screening, and due diligence (during which constructive feedback is common), and finally to a live or virtual pitch before Startup Ecosystem members. Further details appear on the "Our Process" page of the site.

DeallQ™ Survey – Types, Key Rules, & Information

- General Guidelines
 - Collaborative work: Invite team members before starting for the smoothest experience (you can still add people later).
 - Survey remains open: There's no automatic close date; finish when you're ready.
 - Save frequently: Manual saves are required-don't rely on autosaving.
 - Jump around: You can revisit and edit any section at any time.
 - Region limitation: Only for companies headquartered in the USA or Canada.
 - Ideal timing: Complete DeallQ™ before investor pre-screening to speed early due diligence.
- Data Ownership & Sharing
 - You own everything: All responses and reports belong to your organization.



DealIQ™ Assessment

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- Consent-based sharing: Investors see your results only if you explicitly accept their access request or share survey results.
- How it starts: A founder can initiate DealIQ™ independently or complete it when prompted by an investor.
- **Version Overview – DealIQ™ Lite**
 - Free for founders who apply through angel groups, accelerators, or incubators that use Startup Ecosystem™ deal room applications.
 - May be sponsored by an investment group that makes use of the Dealum deal flow management platform.
 - Intended for a single completion per funding request; information is not retained long-term.
 - Cannot be altered after submission. DealIQ™ Lite is a snapshot in time evaluation of your business and its request for funding or offering.
- **Version Overview – DealIQ™ Full and Due Diligence**
 - Paid subscription in 6-month blocks (renewable).
 - Builds on Lite data, allowing deeper business and funding details.
 - Unlimited edits within the active subscription.
 - Secure share links are under the founder's control.
 - **DealIQ™ Due Diligence Adds**
 - Same 6-month subscription terms as Full.
 - Adds the ability to upload supporting documents.
 - Editing and sharing controls mirror DealIQ™ Full.
- **Quick Reference Checklist**
 - Add collaborators - start survey - save often.
 - Applicable only if HQ is in the US or Canada.
 - Keep data private unless you approve investor access.
 - Choose the right tier: Lite (one-off), Full (editable), Due Diligence (editable+ document uploads).