



AcceleratorApp
Software for Accelerator & Incubators



PROGRAM MANAGERS STARTUP INTERVIEW GUIDE

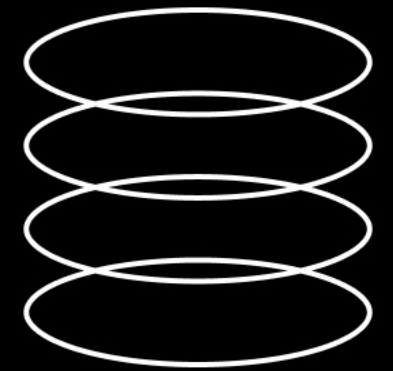
A No-Fluff Guide for Startup Evaluation



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Startup Interview Guide

Conducting a structured interview with founders is key to accurately judging their potential. This **interview guide** makes sure you touch on **Team Background, Product Vision, Market Understanding, and Financial Planning**.

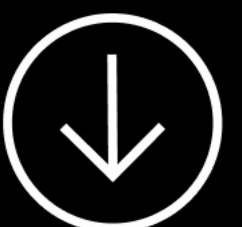
As a bonus, this guide also identifies **red flags** early on. You can also use these tips to populate your question forms alongside your interview questions.



AcceleratorApp tip

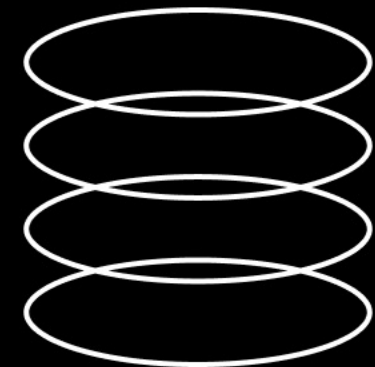
Conducting these interviews on Zoom, Teams, or Google Meet and storing your notes on Google Docs or spreadsheets can seem time-consuming and repetitive.

Do you want to store these interview notes centrally? AcceleratorApp does that! You can record notes, score founders, and flag key insights right inside our platform.





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Questions by Sections

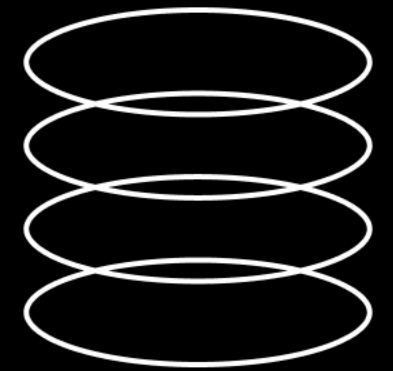
I. Team Background

- **Previous experience:** What unique skills do you bring from your past roles or startups?
- **Role clarity:** How are responsibilities divided among team members?
- **Understanding the problem:** Why is this problem important to solve?

II. Product Vision

- **Development roadmap:** What are the next key milestones or features?
- **User feedback:** How do you incorporate customer/user feedback into product improvements?
- **Technical architecture:** How robust or scalable is your current solution?





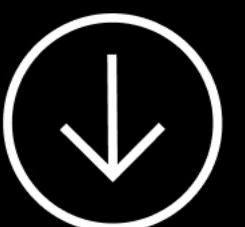
Questions by Sections

III. Market Understanding

- **Customer segmentation:** Who is your target user/customer, and why?
- **Competition analysis:** How do you differentiate from current market players?
- **GTM strategy:** What channels and tactics will you use/do you use to reach customers?

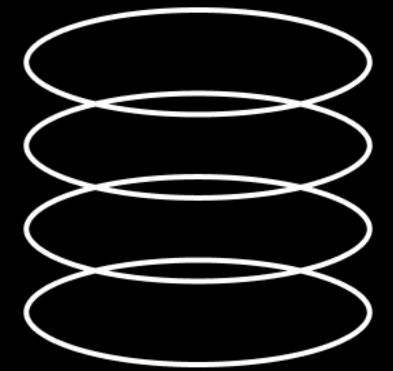
IV. Financial Planning

- **Funding strategy:** How do you plan to raise capital, and on what timeline?
- **Revenue model:** What's the pricing strategy or revenue structure?
- **Cost structure:** What are your biggest expenses, and how do you plan to manage burn?





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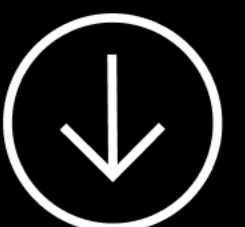


Red Flags Checklist

1. Vague answers (founders that can't articulate the problem or their target market)
2. Misaligned team (No clear roles or conflicting visions)
3. Weak financials (Unclear revenue model or unrealistic burn rate).
4. Lack of traction (No user feedback or validation attempt)

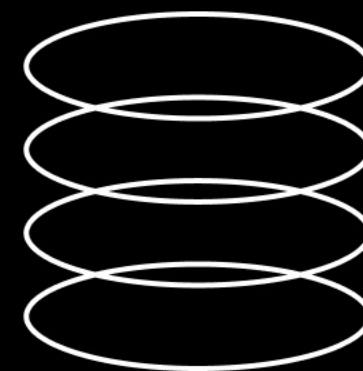
Implementation Tips

1. For consistency, use these questions for every founder to compare apples to apples.
2. Take detailed notes and document them in AcceleratorApp for reference.
3. Follow up based on red flags and schedule deeper-dive sessions using the AcceleratorApp meeting scheduler.





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AcceleratorApp tip

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Want to see our product in action?

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Or [book a demo](#) with our expert team.

