KENORAI
WARRIORS OF THE VOID
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STEP 1 OF 3 | FOUNDER WORKSHEET

Before We Talk

Get your thinking on paper before our first conversation

Your name **Date**

HOW TO USE THIS

- Answer the way you would talk. Short answers are fine, and so is "I don't know yet." The gaps show us where to start.
- Describe what your idea does and who it is for. Do not write down how it works. We will get to that after we both sign an NDA.
- Type into the Word version, or print the PDF and write by hand. It takes about 20 minutes.
- Bring it to our first conversation. You decide what to share from it.

01 YOUR IDEA

1. In one or two sentences, what does your idea do, and who is it for? Keep it to what you would put on a public website.

2. What problem does it solve, and how do people deal with that problem today?

3. Where is it right now?

☐ Just an idea ☐ Sketches or a plan ☐ Working prototype ☐ Real people using it ☐ Selling it

02 YOUR CUSTOMERS AND MARKET

4. Who would use it, who would decide to buy it, and who would pay for it? These can be three different people.

5. Name up to three companies or products people would compare you to. Public names only. If people mostly put up with the problem or use a workaround, say that.

6. Why would someone choose yours instead? Talk about the benefits, not how it works.

03 MONEY AND GOALS

7. How do you expect to make money from it? Check any that apply.

☐ Sell it directly ☐ Subscription or membership ☐ License it to other companies
☐ Sell the idea or the company later ☐ Not sure yet

8. Why do you want to protect it? Number these 1 to 6, with 1 mattering most.

___ Stop others from copying it
___ Look stronger to investors or support a raise
___ Earn licensing income from other companies
___ Make the company more valuable to a future buyer
___ Protect the products that earn the most today
___ I am not sure yet and want to understand my options

9. What could you realistically spend on protecting your ideas over the next year? A rough range is fine.

04 TIMING

10. Has the idea been shared outside your inner circle? Check all that apply. Give dates only, not what was shared.

☐ Posted online or on a website ☐ Pitched to investors ☐ Shown at an event
☐ Tested by users or a community group ☐ Offered for sale or sold ☐ Not yet

Earliest date: _____

11. What is coming up in the next six months where it will be shown, launched, or pitched? List each event and its date.

> **Do not wait on this one.**
> If you checked anything in question 10 or listed an event in question 11, send us the dates now, before you finish the rest of this sheet. Sharing an idea in public can affect patent options and deadlines, and a registered patent practitioner should look at that early.

05 WHO IS INVOLVED

12. Who has worked on the idea with you? Check all that apply.

☐ Just me ☐ Co-founder ☐ Employees ☐ Freelancers or contractors ☐ An outside development company
☐ A university or lab

Is there a written agreement with each of them saying who owns the ideas, not just the work they deliver?
☐ Yes ☐ No ☐ Not sure

13. Do you already have anything filed or registered?

☐ Nothing yet ☐ A patent application ☐ A granted patent ☐ A trademark ☐ Not sure

06 WHAT YOU WANT FROM US

14. What decision are you trying to make, and by when? What would success look like a year from now?

15. What are the three things you most want to know after our first conversation?

> Treat your answers as ordinary business records. Kenorai makes no promise that they are privileged, so ask your own lawyer if that matters to you. Kenorai does not seek inventorship or ownership of any idea we discuss.

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