



PickleOps Investor Due Diligence Checklist

Product

- Clear MVP scope
- Pilot usage evidence
- Roadmap discipline

Market

- ICP validation interviews
- Competitor positioning
- Willingness-to-pay proof

Business

- Pricing model and unit economics
- Pilot-to-paid conversion funnel
- Churn and retention targets

Technical

- Security and permissions model
- Audit logs and reliability strategy
- Scalability plan