

## BASE SURVEY

### USE THIS SURVEY ONLY IF YOUR ROLE IS THE FOUNDER.

(If your role is the VC, please go back and click on the link for the VC survey.)

1. Your email address:

2. First name:

3. Last name:

4. Your MIT ID:

5. Team number:

6. Your negotiation counterpart

7. No deal takes place unless there are 2 or fewer VC appointed board members, 4 or more years of vesting of the founder's shares, and a CEO replacement provision with conservative or moderate projections.

Did you and the VC arrive at a term sheet that meets both of these requirements?

- Yes  
 No

8. What VC Equity Percentage was agreed upon?

- 60% or more  
 56% to 59%  
 50% to 55%  
 47% to 49%  
 42% to 46%  
 36% to 41%  
 31% to 35%

30% or less

9. What type of stock?

- Redeemable Preferred
- Convertible Preferred
- Common

10. What level of dividends?

- 8% or more
- 5% to 7%
- 3% to 4%
- 1% to 2%
- No dividends

11. Are antidilution rights included?

- No Antidilution Rights
- VC Right of First Refusal

12. How many VC appointed board members?

- More than 2 members
- 2 members
- 1 member
- 0 members

13. For Proposal #1: What is the vesting schedule for the founder's shares?

- No vesting
- 3 or less years
- 6 or more years
- 4 or 5 years

14. What CEO replacement provision is included?

- Aggressive Projections
- Moderate Projections
- Conservative Projections
- No provision

15. Is a No Shop Provision included?

- Provision included
- Provision NOT included

16. TOTAL POINTS FOR SUBSTANTIVE ITEMS: Sum the points that you received for your share of each of the eight substantive terms in play and enter this sum below:

THIS SECTION IS FOR PROCESS POINTS (FOLDED PIECE OF PAPER):

17. FOUNDER'S EVALUATION OF THE VC:

The following five questions bear on your personal evaluation of the VC as seen through the lens of this negotiation. Each possible response to a question is assigned a point value. Points range from 0 to 10.

The first question is about attribute TRUST: How much do you, the Founder, trust the VC?

- I do not trust the VC at all
- I do not fully trust the VC
- I have no reason to distrust the VC
- I think the VC is trustworthy
- The VC is very trustworthy
- I completely trust the VC

18. FOUNDER'S EVALUATION OF THE VC: Respect

How much respect were you, the Founder, given for the value you bring to the deal?

- No respect whatsoever
- Very little respect
- Sufficient respect
- Considerable respect
- Very much respect
- Maximum respect

19. FOUNDER'S EVALUATION OF THE VC: Equitability

How equitable do you believe the deal process was?

- I was fully taken advantage of
- The process was not very fair
- The process seemed fair at times
- Most of the process seemed fair
- I think the process was very fair
- I am confident that the process was extremely fair

20. FOUNDER'S EVALUATION OF THE VC: Regard for Other's Interests

How much did the VC attempt to understand your interests?

- The VC was concerned only with the firm's interests
- The VC was only receptive to my interests as a front
- The VC considered my interests when convenient
- The VC was fairly interested in understanding my interests
- The VC often attempted to understand my interests
- The VC was greatly concerned with understanding my interests

21. FOUNDER'S EVALUATION OF THE VC: Interest in Future Collaboration

How interested are you in working with this VC in the future?

- I would never deal with this VC again
- I would prefer to work with a different VC
- I am indifferent
- I am interested in working with this VC
- I would enjoy working with this VC

I am extremely interested in working with this VC

22. \*PROCESS OUTCOME TOTAL: Sum the process points you assigned to the VC in questions 17 through 21 and enter the results here:

23. VC'S EVALUATION OF THE FOUNDER:

Use the sheet your partner gave you to fill this in with their evaluation of the Founder as seen through the lens of this negotiation. Each possible response to a question is assigned a point value. Points range from 0 to 10.

The first question is about attribute TRUST: How much does the VC trust you, the Founder?

- The VC does not trust the Founder at all
- The VC does not fully trust the Founder
- The VC has no reason to distrust the Founder
- The VC thinks the Founder is trustworthy
- The VC thinks the Founder is very trustworthy
- The VC completely trusts the Founder

24. VC'S EVALUATION OF THE FOUNDER: Respect

How much respect did the VC feel he/she was given for the value brought to the deal?

- No respect whatsoever
- Very little respect
- Sufficient respect
- Considerable respect
- Very much respect
- Maximum respect

25. VC'S EVALUATION OF THE FOUNDER: Equitability

How equitable does the VC believe the deal process was?

- The VC felt fully taken advantage of
- The VC thought the process was not very fair
- The VC thought the process seemed fair at times
- The VC thought that most of the process seemed fair
- The VC thought the process was very fair
- The VC is confident that the process was extremely fair

26. VC'S EVALUATION OF THE FOUNDER: Regard for Other's Interests

How much did the Founder attempt to understand the VC's interests?

- The Founder was concerned only with EE's interests
- The Founder was only receptive to the VC's interests as a front
- The Founder considered the VC's interests when convenient
- The Founder was fairly interested in understanding the VC's interests
- The Founder often attempted to understand the VC's interests
- The Founder was greatly concerned with understanding the VC's interests

27. VC'S EVALUATION OF THE FOUNDER: Interest in Future Collaboration

How interested is the VC in working with you, the Founder, in the future?

- The VC would never deal with the Founder again
- The VC would prefer to work with someone else
- The VC is indifferent
- The VC is interested in working with the Founder
- The VC would enjoy working with the Founder
- The VC is extremely interested in working with the Founder

28. \*PROCESS OUTCOME TOTAL: Sum the process points the VC assigned to you, the Founder, in questions 23 through 27 and enter the results here:

29. How well do you think you did RELATIVE TO CLASSMATES WHO PLAYED THE SAME ROLE?

- 0 to 25th Percentile (worst quartile)
- 26th to 50th Percentile
- 51st to 75th Percentile
- 76th to 100th Percentile (best quartile)

Powered by [Opinio](#)

MIT OpenCourseWare  
<http://ocw.mit.edu>

15.067 Competitive Decision-Making and Negotiation  
Spring 2011

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.