

SampleCo

75 / 100



TIER **Silver**

TPL **TPL-6**

ISSUED **24 September 2026**

EXECUTIVE SUMMARY

SampleCo shows solid early traction with a well-matched founding team and a product already generating repeat revenue. The main areas to watch are technical scalability and diversifying acquisition channels as growth accelerates.

METHODOLOGY

The STARTA Score is calculated from six dimensions — product maturity, market validation, founder profile, technical health, growth signals and acquisition fit — each scored independently from the data the founder provided. A Technology Preparedness Level (TPL) is assigned alongside the score, based on an adapted version of the standard technology readiness scale. This assessment reflects the information available at the time of submission and is not a guarantee of future performance or investability.

Full methodology at starta.so/methodology

DIMENSION DETAIL

Product Maturity

STRONG

The product is live with paying customers and a clear roadmap. Core workflows are stable, though a handful of edge cases in the onboarding flow are still being ironed out.

Market Validation

MODERATE

Early revenue and repeat usage from a well-defined customer segment. Market size is credible but not yet independently verified beyond the founder's own research.

Founder Profile

STRONG

Founding team combines relevant domain experience with prior startup exposure. Complementary skill split between product and go-to-market.

Technical Health

MODERATE

Architecture is reasonable for current scale, with test coverage on critical paths. Some technical debt around data pipeline observability that will need attention before the next growth stage.

Growth Signals

MODERATE

Month-over-month growth is positive and consistent over the last two quarters, driven primarily by word-of-mouth and one early channel partnership.

Acquisition Fit

MODERATE

Customer acquisition cost is trending in a healthy direction relative to early revenue, though the channel mix is still narrow and largely unproven at scale.

This assessment is based on data supplied by the founder and has not been independently verified by STARTA. It is an objective technical/maturity assessment, not investment advice or a recommendation.

Certificate ID: sample
Verify at starta.so/certificate/sample

