PSIP 2022
Flashpoint Venture Capital Challenge Puzzle

Part 1

1. Choose an Israeli startup that you think Flashpoint should invest in (any sector, any stage as long as they raised less then $100m and were founded in the past six years).

2. Explain why Flashpoint should invest in this company *(UP TO 3 pages; minimum font of 12)*

Part 2

Explain what LTV/CAC is and why this parameter is critical for understanding a SaaS business *(not more than 1 page)*

- Try to keep it as short as possible for both parts