



Is This Hardware a Business or a Science Project?

10 Questions Every Investor Should Ask Before Writing the Check.

The Reality Check: Most hardware looks great in a pitch deck. But as a Ph.D. who has spent 20 years in the lab and on the factory floor, I've seen where the "magic" breaks. If the answer to any of these 10 questions is "I don't know," your investment is at risk.

1. **The Overheat Test:** Does the device stay cool when it's actually hot outside, or just in a climate-controlled lab?
2. **The Hidden Energy Drain:** How much power does the system "waste" just to keep itself running? If it's too much, the math won't work for the customer.
3. **The Factory Floor Reality:** Can a regular factory build this at high speed, or does it require a "genius" to put every piece together?
4. **The "One-Phone-Call" Risk:** If their main supplier goes out of business tomorrow, is the company dead, or do they have a backup?
5. **Lab vs. Real World:** Does the "10-year battery life" claim come from a real test, or just a hopeful computer model?
6. **The Repair Nightmare:** If one small part breaks, do you have to throw the whole machine away, or can a technician fix it in 20 minutes?
7. **The Red Tape:** Do they actually have the safety stickers (UL/CE) needed to sell this, or are they "still waiting" on paperwork?
8. **The Secret Sauce:** Is their idea actually protected, or could a big competitor build a cheaper version in six months?
9. **The Growth Wall:** What is the one part that will be impossible to find once they try to make 1,000 units a month?
10. **The "Oops" Plan:** When things break (and they will), does the machine shut down safely, or does it cause a multi-million dollar mess?

Is your next investment bankable? We offer 48-hour Red Flag Audits and Full Technical Deep-Dives.

Contact Us: Onozo.co or email us at kenzo@onozo.co