



## Start-up Venture Fundraising Checklist

### Business plan

- Cocktail party 1-liner
- Voicemail script
- 1-paragraph description
- "1-pager"/overview
- 2-3 page exec sum
- Full Plan (20-25 pages, plus appendices)
- Financial Model (with assumptions)
- Technology description (various formats, including 'white papers')
- Implementation/Action Plan for next 90 days
- Milestone plan over next 18 months
- Website online and up to date
- Google search on company name and senior executives not embarrassing; supports the business proposition and the stated background of the team

### Investor Presentation

- 20-30 min version (desktop/conf. room)
- 8-10 min version (audience/"pitch" format)
- Elevator Pitch (30-60 sec)

### Diligence Pack

- Customers 'prepped' to take calls/meetings
- Advisors/industry references 'prepped' to take calls/meetings



- Current investors up to date on the company and prepped to take calls/meetings
- Next hires lined up and prepped
- Market research documents supporting market size, product strategy, pricing strategy, entry strategy
- Management resumes
- Management references list
- Management references prepped to take calls
- Financial statements and audit information
- Cap table
- Stock valuation (informal, 409A)
- Board minutes
- Prior round financing documents
- IPR (patent overview, freedom to operate analysis, trade secret scope)
- Detailed competitor analysis (technology and products)
- Risk analysis
- Sales pipeline spreadsheet
- Product performance data (internal test,  $\beta$  test, user experience)
- Manufacturing performance data (yield, failure modes, throughput, changeover times)
- Manufacturing scale-up data