

Fundraising Checklist for Startups

Whether seeking Series A funding or even Series D, raising capital is an essential step of your startup journey. Before approaching investors, you should have your marketing materials polished and your startup data room ready. Our checklist can help ensure you have what you need for your investors – and future success.



Marketing materials for your outreach

- Pitch Deck:** A compelling presentation outlining your startup's vision, market opportunity, team, competitive strengths, and financial projections.
- Business Plan:** A comprehensive document detailing your business model, target market, competitive analysis, marketing strategy, and financial forecasts.
- Use of Funds:** A clear plan detailing how the funding will be allocated to drive the company's growth and achieve milestones.
- Management Team Information:** CVs or bios of key team members highlighting their qualifications and relevant experience.
- Market Research and Analysis:** Data supporting the market opportunity, trends, and potential for growth in your industry.
- Current Financial Statements:** Past three years' financial statements, including balance sheets, income statements, and cash flow statements.
- Traction Metrics:** Metrics demonstrating user engagement, customer acquisition, and revenue growth to showcase your startup's progress.
- Exit Strategy:** An outline of the potential exit strategies for investors, such as IPO or acquisition.
- References and Referrals:** References from industry experts, advisors, or other relevant parties who can vouch for your startup's potential.
- Customer Testimonials and Case Studies:** Positive feedback from satisfied customers to enhance your startup's credibility.



Due diligence materials for your data room

- Marketing Materials:** Company and product marketing materials, including brochures, branding guidelines, user guides, and press releases.
- Financial Statements:** Balance sheets, income statements, cash flow statements, budgets, and forecasts.
- Tax Returns:** Tax returns for the past three years, if available.
- Previous Funding Rounds:** Information on previous funding rounds, including term sheets, any shareholder agreements, and investor details.
- Cap Table:** A breakdown of the company's ownership structure, including the names of shareholders, their ownership percentages, and any outstanding options or convertible notes.
- Legal Documents:** Important legal documents, such as the certificate of incorporation, bylaws, shareholder agreements, list of officers and directors, and any patents or trademarks.
- Material Agreements:** Any contracts and agreements to which the company is a party, such as standard terms of service, insurance contracts, property leases, mortgages, loans, joint venture partnerships, confidentiality and non-disclosure agreements, vendor and consulting contracts, customer contracts, marketing and distribution agreements, and orders or judgments concerning the company.
- Disputes and Liabilities:** Documentation relating to pending or threatened action concerning the company, including relating to labor agreements or disputes.
- Intellectual Property Documentation:** Documentation to support ownership and strategy of intellectual property, including patents, trademarks, and copyrights.

- Product-related Materials:** Any documentation relating to product descriptions and specifications, brochures, relevant research and market studies, and competitive analysis.
- Regulatory and Compliance Documents:** Any permits, licenses, or certifications required to operate your business legally.
- Employee Matters:** Documentation related to employees, including sales rosters, training materials, contracts, compensation plans, benefit and pension plans, employee manuals, and non-competition agreements.
- HR Information:** HR policies, guidelines, insurance, and the like.



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