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Investor pitch checklist

This checklist will help you prepare for your next investor pitch and ensure you're always "Due Diligence Ready".

1 Preparation and strategy

Understanding the process

- ☐ Research and understand that the funding process follows a consistent structure
- ☐ Set a realistic timeline (funding process typically takes 3-6 months)
- ☐ Define your funding needs with clear reasoning (how much and what for)
- ☐ Ensure funding requirements are clearly visible in your financial plan
- ☐ Determine your valuation expectations (Pre-Money vs. Post-Money)

Team readiness

- ☐ Assign primary person responsible for the fundraising process
- ☐ Prepare for the time commitment (can take 30-50% of a founder's time)
- ☐ Assemble a balanced team with complementary skills
- ☐ Identify any tam gaps that investors might be concerned about

Investor research

- ☐ Research appropriate investors for your specific stage and industry
- ☐ Map the investor landscape to avoid wasting time
- ☐ Create a targeted list of potential investors (avoid "shooting with buckshot")
- ☐ Research each investor's portfolio, investment thesis, and typical check size

2 Building your pitch deck

Core components

- ☐ Problem statement: Clear articulation of the customer pain point
- ☐ Solution: How your product/service solves this problem
- ☐ Market size and opportunity

- ☐ Business model: How you make money
- ☐ Traction and growth metrics
- ☐ Financial projections (3-5 years)
- ☐ Funding request and use of funds
- ☐ Team overview highlighting relevant expertise

Financial preparation

- ☐ Create a detailed financial model with realistic assumptions
- ☐ Include different scenarios (best case, expected case, worst case)
- ☐ Ensure revenue forecasts are substantiated with date
- ☐ Be prepared to explain your growth metrics and unit economics
- ☐ Show your path to profitability and planned break-even point

Competitive analysis

- ☐ Know your competitive landscape thoroughly
- ☐ Articulate your unique advantage and defensibility
- ☐ Demonstrate awareness of potential market challenges

Practice & refinement

- ☐ Test your pitch with advisors or friendly investors
- ☐ Prepare concise answers to common investor questions
- ☐ Time your presentation (don’t make it too long or too short)
- ☐ Create a one-pager summary for follow-up

3 Due diligence readiness

Financial due diligence

- ☐ Updated financial statements and management reports
- ☐ Clear, well-documented financial projections
- ☐ KPI tracking and performance metrics
- ☐ Cash flow statements and cash runway analysis
- ☐ Tax compliance documentation

Legal due diligence

- ☐ Company registration documents
- ☐ Articles of association
- ☐ Shareholder register and agreements
- ☐ Corporate structure documentation

- ☐ Previous investment agreements
- ☐ IP protection documentation (patents, trademarks)

Commercial due diligence

- ☐ Customer contracts and agreements
- ☐ Supplier/vendor contracts
- ☐ Market analysis reports
- ☐ Marketing strategy and materials
- ☐ Describe your Go to Market strategy
- ☐ Customer acquisition metrics and strategy

Technical due diligence

- ☐ Product documentation
- ☐ Technology stack overview
- ☐ Development roadmap
- ☐ Technology stack overview
- ☐ Software licensing information

HR due diligence

- ☐ Employee contracts
- ☐ Employment policies
- ☐ Organizational structure
- ☐ Key personnel agreements
- ☐ Pension arrangements
- ☐ Option plans or other incentive schemes

4 Closing the deal

Negotiation preparation

- ☐ Clearly define your negotiation boundaries (valuation, equity, board seats)
- ☐ Understand the difference between pre-money and post-money valuation
- ☐ Prepare for due diligence requests
- ☐ Build a virtual data room with all necessary documentation

Legal considerations

- ☐ Engage legal counsel experienced in fundraising
- ☐ Understand term sheet conditions thoroughly
- ☐ Review shareholder agreements carfully
- ☐ Clarify investor rights and governance implications

Post-investment planning

- [ ] Create a detailed plan for the use of funds
- [ ] Establish clear milestones and reporting structure
- [ ] Prepare for board meetings and investor updates
- [ ] Develop a strategy for future funding rounds

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5 Key reminders

Always be due diligence ready
Keep your documentation updated at all times

Focus on value, not just money
Seek investors who bring expertise and networks

Show traction
Demonstrate product-market fit with real data

Be transparent
Be honest about challenges and how you plan to overcome them

Tell a compelling story
Make your vision clear and exciting

Prioritize time planning
Running out of cash is a red flag for investors

Know your numbers
Be prepared to explain every aspect of your financial model

Build relationships early
Start connecting with potential investors before you need funding

Consider your exit strategy
Have a clear plan that aligns with investor expectations