

<p>Step ① PLAN SCENARIOS </p> <p>Build out the operational & financial plan for the next 2-3 years that the upcoming round will fuel.</p> <ul style="list-style-type: none"> Scenario A: What does a top-line hypergrowth plan look like? Scenario B: What does a capital efficient plan focused on unit economics look like? <p>Each scenario has its own unique set of investors</p>	<p>Step ④ DECK & NARRATIVE </p> <p>Create the deck & narrative. Refine & repeat to get pitch-ready</p> <ul style="list-style-type: none"> Start 1 quarter in advance Practice with mock pitches (existing investors, close advisors, etc.) Identify patterns in investor feedback early Refer to pitch deck template if needed 		<p>Step ⑤ DATA ROOM </p> <p>Build your data room in two phases</p> <ul style="list-style-type: none"> #1 Light version for initial interest #2 Deep dive for due diligence Control the narrative on presenting your data by leading investors in where to look Refer to our checklist to build a raise ready data room 	<p>Step ⑥ RELATIONSHIP BUILDING & INVESTOR LIST </p> <p>Build relationships in advance and create a target list based on tiers.</p> <ul style="list-style-type: none"> Start building relationships 6-12 months in advance The goal is to vet & qualify investors for potential fit (round, check, stage, growth criteria) Don't overshare data early. Highlight wins & milestones Consider investor-founder fit and investor-stage fit Tier 1 = aspirational Tier 2 = target Tier 3 = safety net <p>Knowledge / expertise in understanding the VC landscape is needed so as to not waste time on unqualified investors</p>												
<p>Step ② TEAM READINESS </p> <p>The Leadership Team is critical to signal you're ready to scale.</p> <ul style="list-style-type: none"> Show you've hired your key GTM leaders (sales, marketing, etc.) Do you need to strengthen your finance function (head of finance)? Be clear on the team who is supporting your raise Strong teams build investor trust 	<table border="1"> <thead> <tr> <th data-bbox="693 821 1030 933"><u>DECK TEMPLATE</u></th> <th data-bbox="1030 821 1747 933"><u>GUIDELINES</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="693 933 1030 1011">Vision & Mission</td> <td data-bbox="1030 933 1747 1011">Mission statement / reason you exist</td> </tr> <tr> <td data-bbox="693 1011 1030 1123">Problem</td> <td data-bbox="1030 1011 1747 1123">What problem are you solving & why is it broken?</td> </tr> <tr> <td data-bbox="693 1123 1030 1235">Market Opportunity</td> <td data-bbox="1030 1123 1747 1235">Highlight realistic with a data-driven market size and drivers</td> </tr> <tr> <td data-bbox="693 1235 1030 1347">Solution</td> <td data-bbox="1030 1235 1747 1347">How is your product uniquely built to solve the problem at hand?</td> </tr> <tr> <td data-bbox="693 1347 1030 1440">Why Now</td> <td data-bbox="1030 1347 1747 1440">What are the drivers and tail winds?</td> </tr> </tbody> </table>		<u>DECK TEMPLATE</u>	<u>GUIDELINES</u>	Vision & Mission	Mission statement / reason you exist	Problem	What problem are you solving & why is it broken?	Market Opportunity	Highlight realistic with a data-driven market size and drivers	Solution	How is your product uniquely built to solve the problem at hand?	Why Now	What are the drivers and tail winds?	<p>Step ⑦ MOMENTUM CREATES COMPETITION </p> <ul style="list-style-type: none"> Fundraising is all about momentum which leads to a competitive process with multiple term sheets Notify all investors when you advance to the next stage in diligence to drive interest & urgency <p>Step ⑧ CONTROL THE PROCESS </p> <ul style="list-style-type: none"> Schedule meetings with clear asks and next steps Outline a timeline for your raise and set clear deadlines during the diligence process Be proactive. Don't wait for investors to reach back out 	
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<p>Step ③ GROWTH METRICS </p> <p>Nail your metrics leading up to the raise</p> <ul style="list-style-type: none"> At least 2-3 quarters of GTM execution Consistently hit your key KPIs If you need to work on leading KPIs, don't oversell and instead focus on improvement Growth momentum & sustainable metrics = can't miss opportunity to investors 	<table border="1"> <tbody> <tr> <td data-bbox="693 1440 1030 1530">Business Model</td> <td data-bbox="1030 1440 1747 1530">Current revenue model, GTM flywheel, and long-term pricing & packaging opportunities</td> </tr> <tr> <td data-bbox="693 1530 1030 1642">Impact & Traction</td> <td data-bbox="1030 1530 1747 1642">Case studies, testimonials, and key metrics to demonstrate PMF & GTM momentum</td> </tr> <tr> <td data-bbox="693 1642 1030 1754">Competition</td> <td data-bbox="1030 1642 1747 1754">A grid or matrix-like slide to cover competition & differentiation</td> </tr> <tr> <td data-bbox="693 1754 1030 1867">Product & Roadmap</td> <td data-bbox="1030 1754 1747 1867">Where is the product today and how is the product expanding in the next few years</td> </tr> <tr> <td data-bbox="693 1867 1030 1979">Team</td> <td data-bbox="1030 1867 1747 1979">Focus on industry-founder fit. Highlight experience, expertise, and team completeness</td> </tr> <tr> <td data-bbox="693 1979 1030 2048">Fundraising</td> <td data-bbox="1030 1979 1747 2048">The current raise, sources & uses, timing</td> </tr> </tbody> </table>		Business Model	Current revenue model, GTM flywheel, and long-term pricing & packaging opportunities	Impact & Traction	Case studies, testimonials, and key metrics to demonstrate PMF & GTM momentum	Competition	A grid or matrix-like slide to cover competition & differentiation	Product & Roadmap	Where is the product today and how is the product expanding in the next few years	Team	Focus on industry-founder fit. Highlight experience, expertise, and team completeness	Fundraising	The current raise, sources & uses, timing	<p>DO's ✓</p> <ul style="list-style-type: none"> # 1: Vet your outbound investor list & qualify their criteria # 2: Send investor updates celebrating highlights, wins, and milestones to drive momentum # 3: Ask investors about their process & timeline for diligence # 4: Look for buying signals and prioritize VCs who are engaged # 5: Ask existing investors & friendly founders for warm intros 	<p>DON'Ts ✗</p> <ul style="list-style-type: none"> # 1: Chase investors without qualifying interest # 2: Know when to walk away if investor is not being responsive # 3: Hand over data without context. # 4: Leave a meeting without clear action items and next touchpoint
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