



# Investment round *checklist*

## Preparation

- Make sure you have a deep understanding of your business and demonstrate traction in the marketplace.

## Building a team

- Make sure to establish a management team with relevant experience.
- Make sure everyone is financially aligned with the company's short-term goals.

## Engaging current investors

- Invite investors from previous rounds to participate in the new round.
- Seek recommendations from current investors to find additional investors.

## Look for suitable investors

- Identifies investors that not only provide financing, but also strategic value.
- Make a list of those investors that you have identified as investment prospects.

## Develop relationships and networking

- Expand your network of relevant industry contacts and seek investment opportunities, partnerships and additional support.
- Make sure you have attended at least 5 networking events in your segment to make yourself known.

## Get feedback

- Ask for comments and suggestions during meetings with investors.
- Use the feedback to improve and strengthen your proposal and approach.

## Communicate purpose

- Be sure to convey your company's inspiring purpose to investors and highlight impact beyond profitability.

## Clarity in the use of resources

- Establish a detailed and substantiated plan for how you will use investment funds.
- Demonstrate with analysis and numbers the company's real investment needs.

## Maintain consistency

- Be consistent in your communication and action plans presented to investors.
- Provide accurate and up-to-date information to maintain confidence.

## Set the terms

- Define the legal and valuation terms of the investment round clearly and fairly.

## Prepare a Data Room

- Create an organized space with all the relevant information about your company, this facilitates the analysis of investors to take it to the investment committee and initiate the Due Diligence process.

## Be agile

- Always try to generate a sense of FOMO (Fear of Missing Out) so that investors are attracted to join.

## Define the specific use of funds.

- Clearly detail how the investment funds will be used and set clear priorities for planned expenditures.

## Prepare a pitch deck

- Design a visually appealing and structured presentation that highlights key aspects of your company, such as relevant information about the market, team and growth potential.
- Have your deck design executed by experienced creative professionals. Mavity is your best ally!

## Practice and refine the presentation

- Conduct rehearsals to ensure your presentation is fluid, compelling and conveys key messages.
- Get feedback from people you trust and make necessary adjustments to improve your presentation.

## Demonstrate competitive advantage

- Highlight the differentiating factors that set you apart from the competition and highlight your unique position in the marketplace.

## Assess risk and mitigation

- Identify the key risks associated with your company and present clear strategies to mitigate those risks.

## Prepare a compelling executive summary

- Create a concise One Pager that effectively summarizes the key aspects of your business.

## Set realistic expectations

- Be transparent about the challenges and obstacles facing your company.
- Present a clear and realistic plan to overcome those challenges and achieve the desired growth.

# Post investment round

## Follow up

- Follow up on the pitch, to answer additional questions or send more materials as needed.

## Don't forget about post-meeting feedback

- If you are raising capital, it is certain that you will have to make more than one Pitch and more than one version of your Pitch Deck.
- Write down what went well and what did not. Then incorporate the changes for future meetings.

