

# Funding due diligence

## SLIDES - Pitch deck

A 10-20 slide deck that (in as few words as possible) covers:

- What the business does
- Why it is relevant right now
- What problem you solve
- What your big vision is
- An overview of the great team you have brought together
- What your marketing channels are and how you sell the product
- Customer logos (if you have any) and the ideal customer profile you are going after
- The size of your total addressable market (TAM)
- What unique tech you have built
- A short financial summary (including traction to date and future plan)
- How much you are looking to raise in this round of funding.



## PRESENTATION - 25-minute pitch

You've got the content ready, now it's time to deliver your pitch. You'll get around 25-minutes to present your business model and product - so make it count!



## SPREADSHEET - Capitalization (Cap) table

An overview of all equity owners in your business, including how much each invested in each round of funding and their percentage ownership.



## ONE PAGE DOC - Product roadmap

A 12-month outlook on the areas of your product you plan to invest in. When you put this together, think about what you're missing that customers want, as well as your long-term vision for the product.



## DEMO - Product demonstration

A short demonstration of your product and its key features.



## SPREADSHEET - Financial model

Understandably, the investors will want to know the ins and outs of your business financials. Notion gave us the inside scoop on what this should include.

### Financial model checklist

- A **summary sheet** that includes profit and loss (P&L), a cash flow statement, and KPIs **by annum**. This should date back to when the company started monetizing and look two to three years ahead.
- A sheet with the P&L, cash flow statement (and ideally a balance sheet) for the same time period above but broken down by month.
- An overview of your **company headcount by numbers and salary**. This should be broken down per department, per month, and cover the previous year and the next two to three years.
- Performance against key SaaS KPIs (ideally on an actuals monthly basis). These include:
  - Annual Contract Value (ACV)
  - Average duration of SaaS contracts
  - Average length of your business' sales cycle
  - Customer Acquisition Cost (CAC) incl. all sales and marketing expenses
  - CAC payback period
  - Booking Monthly Recurring Revenue (MRR) and Activated MRR (if your product takes some time to implement)
  - End of month MRR (Calculated as: beginning month MRR + new MRR + upsell MRR - downsell MRR - churned MRR = end month MRR).
  - End of month customer numbers (Calculated as: beginning month #customers + new customers - lost customers = end of month #customers).
- Customer cohort overview:** An overview of all customers (you can use an ID number instead of names), when the contract started, contract duration and pay per month/annum, including any upsell, downsell or churn.
- Pipeline overview.** A list of potential customers (names can be blanked) with the expected deal value, the expected close date, and which stage of the funnel they currently sit at.