

Checklist for 100 Questions Investors will ask for Raising Funding

Market

- How big is the market opportunity?
- What percentage of the market share do you hope to get?
- Who exactly is your best customer?
- How long will this take?
- How do you come up with these figures?
- What is your PR strategy?
- Who do you most aspire to be like?
- Who do you least want to be like?
- Why is this the right time for this product or service?
- What is your marketing strategy?

Traction

- How much feedback have you received so far?
- What changes have you made based on that feedback?
- How many actual users do you have?
- How long do users stay on average?
- How many actual sales have you made?
- What is the annual growth rate?
- Total rate of growth?
- Has growth been linear and consistent?
- What has held back your growth?
- Can you provide a demonstration of the product or service now?

Team

- Where are your headquarters?
- Who are the founders?
- Who are key team members?
- Any existing board members?
- What key roles may need to be hired for soon?
- What experience do you have in this industry?
- Why are you the right person to bet on to achieve this?
- What motivates you?
- Are any of the founders willing to be bought out now?
- Are there any other people who may claim they are owed or responsible for your ideas?

Competition

- Who are your competitors?
- What are your strengths and advantages over your competitors?
- What are your weaknesses or disadvantages?
- What barriers to entry or scale are there for you?
- Where is the competition letting down customers?
- Why haven't your competitors done this yet?
- How do your features differ?
- How do you compare on price?
- How do you compare on service?
- How do you compare on customer satisfaction?

Financials

- How are you marketing your product or services?
- How much is your marketing budget?
- What are your per customer acquisition costs?
- How much is your customer lifetime value?
- How much equity and debt has been raised in the past?
- Who participated in earlier rounds of fundraising?
- What is your burn rate?
- How long will it take to become profitable?
- What are the key metrics your team is focused on?
- What stock options have been given already? What is the distribution of equity between founders?

Intellectual Property

- What is unique about the company?
- What big problem does it solve?
- What legal risks do you see?
- Are you aware of any product liability risks?
- What regulatory risks could impact this business?
- What intellectual property do you own?
- Who developed any intellectual property owned?
- Have any employees or partners have left who may challenge these rights?
- Are there any additional patents pending or planned?
- How are any current intellectual assets owned?

Use of Funds

- How will these funds be allocated?
- How much will be spent on founders' salaries?
- How much will be spent on overhead versus expansion?
- What if you don't get all the money you are asking for?
- What assets will be invested in with this capital?
- What are your milestones?
- What are the biggest risks to my investment?
- Why are you choosing this method of raising capital?
- How much of this money will be used for future fundraising efforts?
- How much are your personal expenses each month?

Business Model

- Which specific marketing channels are you using?
- Why are you using these mktg channels?
- What is your plan B if these sales channels are interrupted?
- What profit margins are you operating on?
- How will scaling impact profit margins?
- What pivots have you already made up until now?
- Can you tell me a story about how a customer has decided to choose you and their experience with your product?
- Who in this organization is most replaceable?
- What unique features are you working on?
- What other streams of revenue can be added to this?

Corporate Structure

- How is the company currently organized?
- Who holds which titles?
- How are shares split?
- Is there an existing board or advisors?
- Where is the company registered?
- Who handles accounting?
- What unique skills and talents does each owner contribute?
- Name someone you chose not to include as a founder and why?
- Who filed the company?
- Who is the registered agent on record?

Existing Financing Round

- What is your exit goal? (i.e. IPO, M&A)
- What is your expected time frame for this?
- Who do you imagine will help you exit?
- When do you expect you will be conducting a follow up round of fundraising?
- How much is your pre-money valuation?
- How are you determining current valuation?
- How much are you trying to raise now?
- How many previous investors will participate in this round?
- What is the next milestone this money will take you to?
- How else do you hope an investor will help beyond money?

So there you have it - **"100 QUESTIONS CHECKLIST Investors will Ask Before Signing the Cheque for Your Most Needed Funding Round"**.

This meaty free checklist really delivers the goods when it comes to answering these important questions and challenges every Founder who is raising a new round.

BUT, as you can also see, this is just the TIP of the iceberg when it comes to how to calculate unit economics, break-even, cash-flow and profit margin in financial projects of a business plan!

So, if you're serious about wanting to start creating rock-solid business plan calculations without mastering financial formulas and juggling with Excel Spreadsheets and you want to win trust of investors with rock-solid financial projections backed by accurate and credible business plan calculations, then you need to **check out the "Lean-Case Business Plan Service" right now - Click Here >**

Have a great day!

Eckhard Ortwein