

Data-room checklist

Tick each item before your first investor meeting. A named gap builds trust. A silent one loses it.

The essentials

- ☐ **One-line summary, deck and demo**
The company in a sentence, the pitch deck, and a two-minute product walkthrough.
- ☐ **Cap table, current and fully diluted**
All shareholders and option pools shown.
- ☐ **Incorporation and shareholder documents**
Certificate of incorporation, shareholder agreements, and any prior SAFEs or notes.
- ☐ **24-month financial model**
Assumptions on a separate, readable tab.
- ☐ **Monthly management accounts**
Plus a simple statement of current runway and monthly burn.

The proof

- ☐ **Core metrics dashboard**
Revenue, growth, retention or churn, gross margin, and CAC against payback.
- ☐ **Customer and pipeline references**
Top ten, with contactable names.
- ☐ **Traction evidence**
Signed pilots, renewals, waitlist conversion, or letters of intent.

The legals

- ☐ **Founder and key-hire agreements**
With vesting, plus proof that IP sits inside the company.
- ☐ **Licences, permits and approvals**
Anything your market requires to operate.
- ☐ **Material contracts**
Key customer, supplier and partnership agreements.

Missing something? List it as pending with a date. Never leave a blank.

One-page pitch template

Fill every box in plain words. If a smart outsider cannot follow it, rewrite it.

THE PROBLEM (WHO HURTS, HOW MUCH) 	THE SOLUTION (ONE PLAIN SENTENCE)
WHY YOU WIN HERE (TEAM EDGE) 	TRACTION (ONE NUMBER THAT PROVES IT)
MARKET SIZE (BOTTOM-UP) 	MOAT (WHY THE SECOND MOVER LOSES)
CAPITAL EFFICIENCY (REVENUE PER DOLLAR RAISED) 	YOUR CITY AS AN EDGE (COST, MARKET, KNOWLEDGE)

The ask (15 seconds)

AMOUNT RAISING 	WHAT IT BUYS
MILESTONE IT REACHES 	TIMELINE TO NEXT ROUND

Say it out loud in **75 seconds**: 60 on problem and solution, 15 on the ask. Test it on someone outside your industry. If they can repeat it back, you are ready. · [Capital57](#)