

SET THE FUNDRAISING TEAM

COMPLETE YOUR STRATEGY DECK

CLARIFY TEAM ROLES

SET UP INVESTOR MEETINGS, TARGET UP TO 25 PER WEEK

FINALIZE LEGAL DOCUMENTS

COMPLETE THE LANDSCAPE MAP

COMPLETE YOUR FINANCIAL MODEL

DEVELOP UNIQUE STORY

CREATE MOMENTUM

CLOSE THE ROUND

COMPLETE THE MAPPING THE DEALS MAP

COMPLETE CAPITAL STRATEGY

SET KPIs, METRICS & REVENUE

RUN ALL INVESTOR MEETINGS OVER A LIMITED NO. OF WEEKS

SETTLE LEGAL DOCUMENTS

SET UP INVESTOR MAPPING DATABASE

MODEL CAP TABLE SCENARIOS

COMPLETE OUTCOME CANVAS & EXIT CANVAS

USE POWER QUESTIONS TO BALANCE POWER DYNAMICS

RECEIVE INVESTED AMOUNTS

MAP 200 - 1000+ INVESTOR PROSPECTS

DEVELOP YOUR TARGETED INVESTOR PROFILES

SET DEAL TERMS

MAP OUT YOUR TOP INVESTORS' DECISION-MAKING PROCESS & TIMELINE

COMBINE NEW EQUITY WITH DEBT OR SOFT-FUNDING

ANALYZE AND SELECT TOP 100, TOP 30 & TOP 10

DEVELOP EARLY RELATIONSHIPS WITH TOP 100 INVESTOR PROSPECTS

DEVELOP ONE-PAGER +4 INVESTOR DECKS

UPDATE CRM CONTINUOUSLY

MEDIA & ANNOUNCEMENTS

IDENTIFY ALL BLOCKED INVESTORS

IDENTIFY TOP 100 LEAD PROSPECTS

SET UP DOCSEND + INVESTOR FAQ

START DUE DILIGENCE

Now, prepare for the next round

SET UP INVESTOR CRM SYSTEM

DEVELOP DATAROOM

RECEIVE & NEGOTIATE ON 5 TERM SHEETS

PREPARATIONS
12 - 6 months

FINALIZE INVESTOR LIST IN CRM

SECURE LEAD INVESTOR

CLOSING
1 month

MAPPING
24 - 12 months

PITCHDECK LOOM

FINALIZE COMMUNICATIONS & CHANNELS

BUILD SYNDICATE. ANALYZE FOR FIT.

MATERIALS
6 - 4 months

DEVELOP 3-4 BACKUP OPTIONS

PROCESS
4 - 1 month(s)



The Funding Journey: Deliverables



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