

Due Diligence Template: What Investors Want to Know

Round Dynamics:

- Pitch Deck Link:
- Round Structure (SAFE/Priced Round/Convertible Note):
- Round Size:
- Pre-Money Valuation or Cap:
- Post-Money Valuation or Cap:
- Expected Check Size from VITALIZE:
- Committed Co-Investors:
- Amount Already Committed/Closed:
- Referral Source:

Product:

- Value Proposition:
- Target Industry:
- Product Demo Link:
- Product Description:
- Product Screenshots:
- What stage is the product at:
- How is the company planning to leverage data/AI:
- What are the company's 3 main product KPIs:
- What is the near-term product development plan or roadmap:

Team:

- Bios for Management Team:
- Bios for Directors & Key Advisors:
- Structure of Board Post-Round:
- Equity Ownership of Management, Directors, & Advisors:

Intellectual Property:

- Does the company have any patents, trademarks, copyrights, or other IP:

Business Model:

- Revenue Model:
- Pricing Structure:
- Average Contract Value:
- Unit Economics:
 - Customer Acquisition Cost:
 - Customer Lifetime Value:
 - Churn:
 - Sales Cycle Length:
 - Existing Customers (# & names):
 - Sales Pipeline (\$, #, & likelihood to close at each stage of funnel):

Market Size:

- Ideal Customer Profile:
- # of Customers in Target Segment:
- \$ Size of Target Segment:

Competition:

- Who do you consider to be your main competition:
- What are your main points of differentiation:

Go-To-Market:

- What are your primary go-to-market strategies:
- What is your observed CAC for each of these strategies:

Financials:

- Balance Sheet:
- Income Statement:
- Cash Position Today:
- Monthly Burn:
- # of Months Runway:
- Management Financial Projections:

Financing and Deal Terms:

- Summary of Previous Funds Raised:
- Copies of Previous Investment Documents:

- Copy of Current Term Sheet:
- Current Cap Table:
- Projected (Post-Raise) Cap Table:
- Size of Option Pool & Expected Changes (if any):
- Use of Funds:
- Key Milestones to be Achieved:
 - Financial / Revenue:
 - Product Development:
 - Other:

Exit Scenarios:

- Management Expectations:
 - Timeline to Exit:
 - Potential Acquirers (if applicable):
- Comparable Transactions (Companies & Revenue Multiples):

References:

- Customer Reference:
 - Name:
 - Contact Information:
 - Feedback:
- Employee Reference:
 - Name:
 - Contact Information:
 - Feedback:
- Investor Reference:
 - Name:
 - Contact Information:
 - Feedback:
- Board Member Reference:
 - Name:
 - Contact Information:

- Feedback:
- Back-Channel Reference:
 - Name:
 - Contact Information:
 - Feedback:

