

Company Name

The Essentials Checklist

- Does the company currently have revenue **OR** does the founder have a proven track record?
- Does the company have a unique advantage over competitors?
- Is the total addressable market (TAM) over \$1 billion?
- Is the company scalable?

The People

What key hires does the company need to make?

Who are the influential investors and advisors?

The Product or Service

Does the company have intellectual property?

What market need does the product/service address?

At what stage of development is the product/service?

The Competition

Who are the company's main competitors?

What is the company's unfair advantage over its competitors?

The Deal

What type of offering is the company using? (e.g. Reg CF)

On what date does the deal close?

How much money is the company raising?

The Financial Future

How will the company use the funds they hope to raise?

If successful, how much runway will this raise provide?