

INVESTMENT READINESS

WHAT INVESTORS EXPECT TO REVIEW

CATEGORY	ITEMS TO INCLUDE	WHAT INVESTORS WANT TO UNDERSTAND
MARKET / CUSTOMERS	<ul style="list-style-type: none"> • Target market size • Product/service demand • Competitive landscape • Industry barriers to entry • Regulatory environment • Go to market strategy 	An understanding of these factors enables the investor to assess whether there is a significant market for the products and services, and the business' relative performance in the market, both of which drive financial sustainability
BUSINESS MODEL	<ul style="list-style-type: none"> • Production processes • Product offerings • Strategic value chain partnerships • Distribution channels • Customer outreach 	By understanding the business model, investors can identify both internal and external risks associated to scaling operations and achieving growth targets
STRUCTURE	<ul style="list-style-type: none"> • Competencies of senior management • Skill assessment framework • Employee retention and succession • Employee compensation • Core team roles • Processes & Decision Making 	Knowledge about the team helps investors identify whether the business' employees and management have the competencies to deliver on the value proposition pitched and work well together in well defined roles with clear expectations.
HISTORICAL PERFORMANCE	<ul style="list-style-type: none"> • Sales • Customer base • Gross and net margins • Cash flows 	Investors need to understand the drivers of historical financial and operational metrics to understand key growth assumptions supporting projections

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FINANCIAL PROJECTIONS & GROWTH STRATEGY	<ul style="list-style-type: none"> • Company vision • Growth strategy • Detailed business plan for execution • Financial projections • ROI 	A growth strategy ensures that the business is working towards achieving realistic objectives that will increase profitability and deliver more value to investors. They are looking to see the major milestones of the business growth and how their investment will multiply.
CAPITAL NEEDS	<ul style="list-style-type: none"> • Capital requirement • Investment terms • Paths to exit/repay investors • Prior engagements with investors 	This helps investors understand what the business expects from them and its track record for delivering returns on previous investments. As well how the funds will impact their business and maximize both ends benefits
GOVERNANCE / REPORTING	<ul style="list-style-type: none"> • Processes and controls • Board of Directors (BoD) , Cap Tables • Competencies and role of the BoD • Statutory documentation • Reporting to Investors 	Governance structures influence the implementation of the growth strategy, operations & processes, regulatory compliance, efficiency of the due diligence process, reporting.
DATA MANAGEMENT	<ul style="list-style-type: none"> • Number of users/customers • KPIs • Performance metrics • Data collection process • Data analysis process 	This will help investors trust your assumptions and predictions based on data you are tracking early in your business regarding income, expenses, users activity, etc.

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