

Checklist for companies seeking angel investors

Are you wondering what to include in your application to impress the investors? Use this checklist to increase your chances of getting an angel investment. The more boxes you tick, the higher chances you have of angel investors of getting interested in your company.

Vision

- ✓ State clearly what you want to achieve, and how you are going to make the world a better place with your company.

Problem

- ✓ Make sure you have a brief definition of the problem you are fixing, and that everyone can understand it.

Solution

- ✓ What and whose pain are you solving? Make sure the description of the solution is clear, can be understood by anyone, and states how it differs from the competition.

Business model

- ✓ The reader understands how you make (or intend to make) money after reading the deck.

Team

- ✓ Who are the team members, and why are they important to the success of the startup? A strong and resilient team can solve almost any problem, even when the business is facing challenges.
- ✓ Include details such as past roles, experience, education, and/or LinkedIn profiles in the deck.

Competitive advantage

- ✓ State why your solution is better than your competitor's solution? Which factors give you advantage over the competitors?

Market and competition

- ✓ Explain your Total Addressable Market, Serviceable Addressable Market, and Serviceable Obtainable Market in your specific niche.
- ✓ Expected future development of the market.
- ✓ Every company has competitors. Name your key competitors in your niche.

Go-to-market strategy

- ✓ Please include a section of how you will conquer the Serviceable Obtainable Market with your growth model (i.e. marketing, product, or sales-led growth).
- ✓ Who are your target customers?

What are you going to achieve with this funding round?

- ✓ What is the current status of the company (e.g. customers, prototype/MVP, current runway, product launch, hiring plan).
- ✓ How you are planning to secure funding, and the plan for using it? Bare in mind that angels invest in syndicates between 10k-250k. They should not be your only option for funding.

Metrics and financials

- ✓ What are the main metrics you are following and their forecast? CAC, LTV, MAU etc.)
- ✓ Current financials and metrics, such as burn rate and revenue sources.

A clear breakdown of cap table

- ✓ A clear breakdown of ownership between the founders, team, and investors. Investors want to see you committed and reserving enough equity for yourself, future employees and investors.

Terms of the round

- ✓ Capital seeking: State how much funding you are looking for?
- ✓ Equity: Pre-money valuation.
- ✓ Convertible note: Interest, conversion discount, valuation cap.

Traction

- ✓ Include your most recent development.
- ✓ Lessons learned from the customers.
- ✓ Leverage data of your traction.

All done!

- ✓ [Everything ready?](#)
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