

Investor Deck Checklist

Ready to send out your investor deck? Great! Are you worried if it catches the eye of the investors? Worry no more, with this investor deck checklist you can ensure that your deck checks all the boxes the investors want to see in a deck. Or at least all the boxes we care about at [Trind VC](#). (But it really does not matter as the other VCs look at the same things as well.)

Vision

- You have clearly stated what you want to achieve with the company
- It is clear to the reader how you are going to make the world a better place

Problem

- The problem you are trying to solve is defined
- The definition of the problem is brief
- Your grandma can understand the description of the problem

Solution

- The description of the solution is clear
- The description can be understood without a technical background
- It is clear from the deck what differentiates your solution from competing solutions

Business model

- After reading the deck, the reader understands how you make money (or are planning to)

Team

- Who are the team members and what are their roles
- Experience in the field and links to their LinkedIn profiles
- An explanation of why the team members are best in their roles
- An explanation of why this team as a whole is the best to do what you are trying to do

Source of moat

- It is clear what gives you a unique competitive advantage over anyone else trying to do the same or compete with you

Market and competition

- TAM, SAM, and SOM of the market
- Future development of the market
- Who are your target customers
- Key competitors in the market

Go-to-market strategy

- Your growth model is clear (i.e. marketing, product, or sales-led growth)
- Explanation of how you conquer the market with your growth model

What you are going to achieve with the round

- Technical milestones
- Go-to-market milestones
- Key metrics

Metrics and financials

- What are the main metrics you are following
- Current financials and metrics
- Forecast build bottom up using the metrics

Cap table

- A clear breakdown of ownership between the founders, team, and investors, taking into account all issued instruments

Terms of the round

- Size of the round
- If equity: Pre-money valuation
- If convertible: Interest, conversion discount, valuation cap

All done!

- Everything ready
- [Submit your case](#)