

A man and a woman are smiling and looking at documents in a meeting. The man is on the left, wearing a suit and tie, and the woman is on the right, wearing a dark top. They are both looking towards the camera with a positive expression. The background is slightly blurred, showing what appears to be a meeting table with papers and a laptop.

FIND YOUR INVESTMENT READINESS

START-UP FUNDING CHECKLIST

Get an idea about how ready you are to raise your first round of investment through Angels and VCs with the help of this comprehensive list.

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START-UP FUNDING CHECKLIST

PRIORITY CHECKLIST

- A solid Problem that is being faced by people at scale
- A viable solution that can be implemented on a scale
- Big enough market size with a Good Compound Annual Growth Rate (CAGR)
- Strong Founding Team with Complementary Skills
- A solid Founder - Market Fit
- Some unique Key Market Insight that only you have
- Solid Understanding of basic concepts of Start-up & Business
- Some really good Proof of Concepts from Potential Customers
- A simple MVP (minimum viable product) that attract customers
- Some good signs of Early Traction (Monthly Revenue of ₹ 20,000 and above)
- Early Growth Rate (Month over Month Growth Rate of at least 20%)
- A strong Business Model with market competitive pricing
- Unique Differentiator (be it in terms of product or strategy)
- A strong Growth & Financial Projection Model
- Positive Unit Economics with a solid profit margin
- Founders ability to execute an idea based on their previous experience
- Solid User Love and User Ratings & Reviews
- Timing of the product/service in context of Market Landscape
- A solid Go To Market Strategy
- Intellectual Property Rights

Even after checking all these tick marks the chances of getting Investor Funding is pretty low because of lack of visibility in front of Investors. Please check the next page of this document to understand how to strategically approach Investors to raise funds from them. But make sure that you are compliant based on the Priority, Product & KPI Checklist.

START-UP FUNDING CHECKLIST

PRODUCT CHECKLIST

- A solid User Experience
- A visually appealing User Interface (UI)
- Stable Tech Stack and Presentable Website
- In-House MVP (MUST for Tech Companies)
- Lean Product Development Adaptation

KPI CHECKLIST

- Net Promoter Score of at least 25% for MVP and 40% for PMF
- Customer Retention Percentage of at least 40-50%
- LTV (Life Time Value) to Customer Acquisition Cost (CAC) ratio of 4:1
- High Renewal Percentage (In Case of Subscription Model)
- High Referral Percentage
- Good Month over Month Growth Rate
- Strong Unit Economics
- Steady Monthly Recurring revenue
- Good Gross Profit Percentage
- Significant Growth in Daily & Monthly Active Users
- Low Monthly Churn Rate
- At least 30-40% Organic Traffic

How to strategically reach out to Investors

The best way to get noticed by Investors is to connect with them through offline events where they can actually learn about you and your business. But before, you do that make sure that you have already tried reaching out to them through different measures like LinkedIn, Mail and their website.

Akshay once used his humour and skill to get the attention of an Investor based on their LinkedIn Bio and he not only replied but also shared a list of [150+ Angel Investors and VCs across India](#). (Click the text to access it)