



## 1. Know yourself

**PITCH**  
Introduce your company

**INVESTOR LEGACY**  
What financial commitments do you have?

**INVESTOR READINESS**  
What are your strengths and weaknesses?

**TRACTION**  
What is your current traction?



## 2. Look ahead

**GROWTH STRATEGY**  
What is your ambition and how will you get there?

**FUNDING STRATEGY**  
How will you finance your growth?



## 3. Next round

**FUNDING NEED**  
How much money do you seek and for what?

**INVESTOR TYPE**  
What type of investor best aligns with your financial and smart needs?

**TERMS**  
What terms do you want to negotiate?

**SMART NEEDS**  
What expertise or contribution do you need from your investor (beyond money)?

**COMPATIBILITY**  
Is your next round compatible with your current situation and growth and funding strategy?

