### 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?