



29-POINT DUE DILIGENCE CHECKLIST

1. Market and Competition with support data
2. Detailed analysis of competitors
3. Team & Culture
4. Interviews with key management members and investor subject matter experts
5. Background checks for key management members
6. Customers
7. Additional customer interviews beyond what was done prior to the term sheet
8. Sessions with potential buyers
9. Review of service issues
10. Product Development
11. Detailed product roadmap
12. Dig into the details of aspects of production, service, and delivery
13. Security, scalability, quality plans
14. Sales & Marketing
15. Detailed sales and marketing plans, including sales pipeline
16. Potentially tag-along on prospect meetings
17. Detailed analysis of economics at the salesperson level
18. Detailed examination of user acquisition models
19. Finance & HR
20. Detailed analysis of financial processes like books closing, cash management, checks and balances, etc.
21. Detailed analysis of financial forecasts, including what you plan on using the investment for review of reporting systems
22. Detailed analysis of hiring plan and plans to attract talent
23. A detailed listing of existing investors and their ownership of the company, known as a Cap Table
24. All Legal contracts the company has signed to date including customer, vendor, and real estate contracts
25. All employment agreements including non-disclosure, non-compete, security, etc.
All documents related to previous financings
26. Streamlined Disclosure Process
27. Business Pivot Plans
28. Succession Plans
29. Exit Strategies