PROJECT UNDERDOGS FOUNDER LIBRARY · INSIDE THE PROGRAM · UD-06

GETTING READY TO MEET INVESTORS IN OUR NETWORK

A checklist of what to prepare before investor introductions, so your first meetings go well.

TYPE: CHECKLIST REVIEWED: NOVEMBER 2026 TIME: USE OVER SEVERAL WEEKS LEVEL: INTERMEDIATE

AT A GLANCE

- Once your business graduates, we introduce you to investors in our network who fit your business.
- Investors will review your **story, numbers, documents and team**. Being ready makes a strong first impression.
- Tick off each item below before your first introduction.

Your story

- ☐ A one-paragraph summary of your business (R-10)
- ☐ A pitch deck of 10 to 15 slides (R-18, R-24)
- ☐ 30-second, 3-minute and 10-minute versions of your pitch (R-19)
- ☐ Clear answers to the 20 hardest questions you might get (R-19)

Your numbers

- ☐ 12 or more months of monthly P&Ls and balance sheets, matched to the bank (M-04, M-05)
- ☐ Key metrics for your track, with 12 months of history (G-03)
- ☐ A 12-to-24-month financial forecast with clear assumptions (M-16)
- ☐ A use-of-funds plan and milestones (R-25)
- ☐ A sources and uses table if the raise funds a project (R-26)

Your documents

- ☐ Data room organized with an index (R-21)
- ☐ Everything on the due diligence checklist gathered (R-27)
- ☐ Cap table current and reviewed by your lawyer (R-16)
- ☐ Known issues listed, with how you're fixing them (R-20)

Your team and advisors

- ☐ Short bios for founders and key managers
- ☐ An organization chart
- ☐ A lawyer experienced in investment deals
- ☐ An accountant who can answer investors' financial questions

Your terms

- ☐ How much you want to raise and why
- ☐ The ownership range you're willing to sell, or the type of funding you prefer (R-13, R-15)
- ☐ An understanding of common term sheet terms (R-17)
- ☐ Your non-negotiables: control, your role, timeline

In the meeting

- ☐ Research the investor's past investments and focus
- ☐ Bring your deck and key numbers
- ☐ Listen to their questions and answer directly
- ☐ Agree on next steps before you leave
- ☐ Send a thank-you and any promised follow-ups within 24 hours
- ☐ Add them to your investor tracker (R-28)

> KEY POINT
>
> Project Underdogs never charges founders for investor introductions. Each investor makes their own decision and sets their own terms, and investment is never guaranteed.

Where to go next

- **UD-05 The Graduation Standard, Explained**
- **R-20 Getting Ready for Due Diligence**
- **G-10 Raising a Bigger Round**

IMPORTANT

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