

Investor-Readiness Dataroom Checklist

The structure we build with founders before a seed or Series A process opens.

Use this as the folder structure of your dataroom. Anything you cannot produce in a week is a diligence risk — flag it early rather than letting an investor find it.

01 • Company

- Certificate of incorporation and articles
- Cap table (fully diluted, with option pool)
- Shareholder agreements and side letters
- Board minutes and written resolutions

02 • Team

- Founder CVs and role split
- Org chart with open roles and hiring plan
- Employment contracts and IP assignment
- Option scheme documentation and vesting

03 • Product & technology

- Product overview and roadmap (12 months)
- Architecture summary and key dependencies
- Security posture and incident history
- Third-party licences and open-source register

04 • Market & commercial

- Market sizing with sources and method
- ICP and segmentation definition
- Competitive landscape and differentiation
- Pricing model and discount policy

05 · Traction & metrics

- Monthly revenue, ARR, and growth
- Cohort retention and net revenue retention
- Pipeline coverage and conversion by stage
- CAC, payback period, and gross margin

06 · Customers

- Top customer contracts (redacted as needed)
- Reference list with permission to contact
- Churn log with reasons
- Support and NPS summary

07 · Financials

- Historic P&L, balance sheet, cash flow
- Three-year model with assumptions tab
- Runway and scenario analysis
- Prior funding history and use of funds

08 · Legal & compliance

- Material contracts register
- IP and trademark filings
- GDPR/data processing documentation
- Litigation and liabilities disclosure

09 · The round

- Use of funds by category and milestone
- Milestones the round buys, with dates
- Target investor list and process timeline
- Existing investor support statements

Before you open the room

Have one owner per section, a single source of truth for metrics, and a written answer to the three questions you least want to be asked.