



EQUIVATOR<sup>®</sup>

# EQUIVATOR'S DATA ROOM PLAYBOOK

A Complete Guide to What Founders Must  
Prepare Before Talking to Investors

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# PURPOSE OF THE DATA ROOM

A data room is not a storage space; it's your institutional memory, compliance engine, and investor-facing truth source. It must demonstrate:

- Strategic clarity
- Operational discipline
- Financial integrity
- Legal compliance
- Scalability and governance maturity

Any investor, whether a bank, PE fund, or strategic partner, will use your data room to evaluate the health, potential, and investability of your business.

# FOLDER STRUCTURE

Equivator recommends the following structure. It is clean, globally recognized, and designed for fast due diligence:

1. Executive Materials
2. Company Overview
3. Financials
4. Legal
5. Intellectual Property & R&D
6. Market & Competitive Landscape
7. Product & Technology
8. Traction & Performance Metrics
9. Commercial & Sales
10. HR & Team Information
11. ESG & Risk Management



# SECTION-BY-SECTION REQUIREMENTS

## **01 - Executive Materials**

These documents provide a high-level view of your business and investment readiness.

- Investor pitch deck
- Company one-pager
- Fact sheet
- Summary of current fundraising round
- Updated cap table

## **02 - Company Overview**

This section frames your strategic identity and operational logic.

- Company summary
- Mission, vision, long-term roadmap
- Problem statement & solution architecture
- Business model and revenue logic
- Stage overview + major milestones

## **03 - Financials**

Investors need a comprehensive view of your financial health and future projections to evaluate the investment opportunity:

- Income statements
- Balance sheets
- Cash flow statements
- Financial projections (3-5 years)
- Company valuation
- Cap table
- Burn rate and runway calculations
- Previous fundraising history
- Sources and uses of funds
- Details of outstanding debt
- Tax returns
- Capitalization tables, showing the positions of all existing shareholders and investments
- Profit and loss statements
- Financial projection

- Asset register
- Management accounts
- Pro-forma statements for next year
- Audited accounts
- Burn rate and runway calculations

#### **04 - Legal**

Clarity here eliminates risk and accelerates due diligence.

- Articles of incorporation
- Commercial registration
- Founders' agreements
- Shareholder agreements
- Partnership agreements
- Board resolutions and minutes
- Contractor and supplier contracts
- Terms of service & privacy policy
- Insurance policies
- Regulatory correspondences
- Tax compliance documents
- NDAs

#### **05 - Intellectual Property & R&D**

Protect and highlight your company's competitive advantages and proprietary technology:

- Patent applications and grants
- Trademark registrations
- IP strategy document
- Software licenses
- Copyrights
- Source code documentation summaries
- Domain ownership proof
- R&D plans and validation documents

#### **06 - Market & Competitive Landscape**

Demonstrates your understanding of the market you are operating in.

- TAM / SAM / SOM estimates + methodology
- Market research reports
- Competitive landscape map (direct/indirect competitors)
- Benchmarking comparisons

## **07 - Product & Technology**

- Overview of tech stack
- Details of APIs, integrations, and system architecture
- Product development roadmap
- Architecture & infrastructure diagrams
- Security and data-protection protocols
- System reliability metrics
- Compliance with industry standards

## **08 - Traction & Performance Metrics**

- KPI dashboard
- Customer acquisition and retention metrics
- Churn and cohort analysis
- Active users / MAU metrics
- Conversion funnel performance
- Historical growth trends

## **09 - Commercial & Sales**

Proof that you can generate consistent, scalable demand.

- CRM pipeline overview
- LOIs and signed contracts
- Case studies and testimonials
- Sales process and funnel design
- Partner agreements and commercial terms

## **10 - HR & Team Information**

Your people are your engine. This section must reflect structure and discipline.

- Organizational chart
- Employee agreements
- Consultant contracts
- Leadership and team profiles
- Hiring plan
- Compensation bands (confidential if needed)
- ESOP plan and vesting schedules
- HR policy documents

## **11 - ESG & Risk Management**

A growing must-have, especially in Saudi and GCC markets.

- ESG commitment statement
- Corporate governance overview
- Risk matrix and mitigation framework
- Data protection and cybersecurity policies
- Environmental compliance

# DATA ROOM PRIORITY TABLE

1  
2  
3

Category	Documents	Priority
<b>Executive Materials &amp; Company Overview</b>	Pitch Deck, Executive Summary, Business Plan	● High
<b>Financial Documents</b>	P&L Statements, Financial Projections, Cap Table	● High
<b>Legal Documents</b>	Incorporation, Bylaws, Shareholder Agreements	● High
<b>Intellectual Property</b>	Patents, Trademarks, IP Strategy	● High
<b>Market &amp; Traction</b>	Market Analysis, Customer Metrics, Sales Pipeline	● Medium
<b>Product</b>	Product Roadmap, Technical Documentation, Demo Videos	● Medium
<b>Team</b>	Employee Contracts, Org Chart, Key Personnel Bios	● Medium
<b>Previous Funding</b>	Investment Agreements, SAFE Notes, Convertible Notes	● High

# HOW TO ORGANIZE AND SECURE YOUR DATA ROOM



Here's how to structure and protect your documents effectively:

## 1. Document Organization

- Create Clear Categories: Use the categories from the checklist above.
- Consistent Naming: Use clear, descriptive file names (e.g., "2025\_Q1\_Financial\_Statements.pdf").
- Version Control: Include dates in file names for updated documents.
- Index Document: Create a master document explaining the structure.
- Progressive Disclosure: Organize documents in layers of sensitivity.

## 2. Security and Access Control

- Email Verification: Require viewers to verify their email before access.
- Access Levels: Structure folders based on document sensitivity:
  - Level 1: Public information (pitch deck, company overview)
  - Level 2: Basic confidential info (financial highlights, team bios)
  - Level 3: Sensitive data (detailed financials, contracts)
- Viewer Permissions: Set different access levels for different stakeholders.
- Time-Limited Access: Set expiration dates for document access.
- Activity Tracking: Monitor who views what and when.

## 3. Document Protection

- Watermarking: Add dynamic watermarks with viewer information.
- Download Controls: Disable downloads for sensitive documents.
- NDA Integration: Require NDA acceptance before accessing sensitive materials.
- Password Protection: Add an extra layer of security for critical documents.

## CLOSING NOTE

This framework provides a clear foundation for maintaining a structured, investor-ready data room. By following these standards, companies strengthen transparency, improve operational discipline, and streamline future due diligence processes. Consistent upkeep of these materials ensures stronger partnerships, smoother fundraising, and greater long-term credibility.

A dark server room with glowing blue server racks and control panels. The room is dimly lit, with the primary light source being the blue glow from the server racks and control panels. The racks are arranged in a long row, and the control panels are mounted on the walls. The floor is dark and reflective.

# THANK YOU

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