dups+

Dups' ultimate data room checklist

1. Pitch Deck

- ☐ **A concise presentation covering the problem, solution, market, traction, team, and funding ask.** For detailed guidance, see How to Make a Great Pitch Deck.

2. Financials

Investors want to validate your business model with clear financials:

- ☐ **Profit & Loss (P&L) Statements**: Includes historical financial performance and revenue forecasts with growth assumptions for the next 3–5 years.
- ☐ **Cash Flow Statements:** Includes historical cash flow trends and projections.
- ☐ **Balance Sheet**: Snapshot of assets, liabilities, and equity.
- ☐ **Cap Table:** Detailed equity ownership, including stock options.
- ☐ **Unit Economics:** Key metrics such as customer acquisition cost (CAC) and lifetime value (LTV) at the product or customer level.

3. Investor Materials

Essential for creating momentum and FOMO:

- ☐ **Recent Results:** Highlight current business momentum (e.g., new revenue milestones, customer wins, or growth in key metrics).
- ☐ **Investor FAQ:** A dynamic document compiling all questions asked by funds, continuously updated.
- ☐ **Key Milestones**: List of major achievements and timelines, such as product launches, revenue targets, or market expansion.

4. Market Analysis & Strategy

Focus on validating the market opportunity and business positioning:

- ☐ **Market Analysis**: Size, trends, and growth opportunities.
- ☐ **Competitive Analysis:** Positioning and differentiation against competitors.
- ☐ **Business Model:** Revenue generation and scalability strategy.
- ☐ **Exit Strategy:** High-level roadmap for potential M&A or IPO

5. Product & Technology

Critical to understanding what you're building and how it scales:

- ☐ **Product Demo:** Showcase of current features and functionality.
- ☐ **Product Roadmap**: Planned updates and innovations.
- ☐ **Intellectual Property (IP):** Patents, trademarks, and proprietary technology.
- ☐ **Tech Stack Documentation:** Overview of technologies used, including scalability and reliability considerations.

Rue Joseph Stevens 7, 1000 Brussels
Amelia Earhartlaan 17, 9051 Gent

www.dups.be

+32 2 674 71 10
hello@dups.be

Dups' ultimate
data room checklist

6. Customer & Sales

Highlights your ability to generate and retain revenue:

- ☐ **Go-to-Market Strategy:** Sales and marketing initiatives to acquire and retain customers.
- ☐ **Cohort Analysis:** Retention, growth, and churn insights.
- ☐ **Case Studies:** Success stories showcasing client value.
- ☐ **Sales Funnel:** Mapping sales processes, cycles, and conversion metrics.
- ☐ **Customer Pipeline:** Breakdown of sales pipeline by stage and conversion rates.
- ☐ **Customer Contracts:** Key agreements with top clients.

7. Legal & Compliance

Ensures operational legitimacy and reduces risk concerns:

- ☐ **Incorporation Documents:** Company registration and articles of association.
- ☐ **Shareholder Agreements:** Equity terms, voting rights, and restrictions.
- ☐ **Key Contracts:** Supplier, distributor, and partnership agreements.
- ☐ **Service Level Agreements (SLAs):** Customer commitments (if applicable).
- ☐ **Tax & Compliance:** Recent filings, VAT declarations, and regulatory approvals.
- ☐ **GDPR/Privacy Compliance:** Documentation showing compliance with privacy regulations, if applicable.
- ☐ **Real Estate Documentation:** Ownership deeds or lease agreements, property valuations and related mortgages, zoning or environmental compliance documents.

8. Team & HR

Reassures investors about the quality and structure of your leadership:

- ☐ **Organizational Chart:** Team structure and leadership roles.
- ☐ **Key Resumes:** Backgrounds of founders and senior executives.
- ☐ **Employee Agreements:** Includes standard contracts, NDAs, and stock option plans.
- ☐ **Hiring Plans:** Overview of upcoming hiring priorities and budget allocation.
- ☐ **Self-employed Agreements:** Includes agreements such as management contracts or other service-related contracts.

9. Risks & Liabilities

Necessary to understand potential challenges:

- ☐ **Litigation:** Summary of ongoing or potential disputes.
- ☐ **Debt Obligations:** Loans, credit, and liabilities.
- ☐ **Insurance Policies:** Key coverage details.
- ☐ **Material Risks:** Significant risks impacting operations or growth.
- ☐ **Regulatory Risks:** Summary of potential regulatory challenges or compliance issues.

Sablon Tower - 19th floor
Rue Joseph Stevens 7, 1000 Brussels

www.dups.be

+32 2 674 71 10
hello@dups.be