

khosla ventures

STANDARD OPERATING PROCEDURES

# Consumer fundraising checklist

# Consumer fundraising deck checklist

So, you're trying to raise money. Here's a guide for thinking about the kind of information you'll need to craft a narrative about your company. Depending on your stage of growth, you may want to focus on different elements of this checklist. This is meant as a general guide, not a prescriptive template.

## Problem/mission/vision

- What's the big vision?

## Product

- What does your product do today?
- What is your value proposition?
- What is your unfair advantage?

## Market opportunity / size

- What's the opportunity?
- What's the market size?

## Team

- Tell us about the executive team
- Why are you uniquely qualified to solve this problem?

## Proof of product / market fit

- Growth to date: sign-ups, weekly or monthly active users, paying customers (if relevant)
- To the extent it's relevant, do you have quantitative evidence that you're better than competition/incumbents?

## User engagement + retention

- Engagement metrics for core product features
- Monthly or weekly cohort retention (depending on kind of product/company); churn (for subscription products)

## Customer acquisition

- What are your customer acquisition channels?
- How much does customer acquisition cost? (per channel)
- How will you make this money back and how long will it take?
- How scalable are these? How big can you get with your existing product + customer acquisition channels? (At what point do they get saturated or become too expensive and what do you do if/when that happens?)

## Business model / monetization

- Do you make money today?
- How will you make money?

## Competitive landscape

- Do you have competitors? Who are they?
- If no one else is doing this, why not?
- What are others doing in adjacent spaces?

## What's next / fundraising ask

- How much money are you raising?
- Use of Proceeds: What will you do with the money you raise?
- What are the milestones you will accomplish to get to the next phase of your business?
- And how does this tie into achieving your big vision?
- Are there any gaps in your team you need to fill?
- What are you looking for from an investor?