



Investor Ready
— Checklist —
MAKE SURE YOU
ARE READY



Must-have Checklist	Description	Solutions
Elevator Pitch	<p>Can you deliver a elevator pitch in two minutes that clearly and succinctly explains:</p> <ul style="list-style-type: none"> • Need/demand for your product/service • How does your product/service solves the market(s) problem • Identify the market opportunity • Capture the attention of your target • Makes the message compelling, make investors want to know more 	<p>Get an independent professional to write your elevator pitch.</p>
Market Study	<p>Do you have a thorough market study to support your investors pitch?</p> <p>Strengthen your business strategy and plan by referencing your market study.</p>	<p>A market study prepared by a qualified professional will seamlessly connect each element of your proposal and make it more compelling.</p>
Business/ Project Valuation	<p>A certified valuation by one of our professionals will help your business or start-up will help create a strong investment offering in your business plan/investment proposal.</p>	<p>A certified valuer will turn your financial statements and projections into a sound and independent valuation report or letter.</p> <p>Choose your valuation depth depending on the need and budget.</p>
Business Plan and Financial Projections	<p>Do you have an up-to-date strategic business plan and financial projections that are well developed and appropriately structured?</p> <p>One reason why investment proposals never achieve the next level is because business plans and financials are not significantly developed and inappropriately structured.</p> <p>Investors do not have the time or the resources to fix the problems in your business model, which creates lost time and opportunities for the entrepreneurs and investors alike.</p>	<ol style="list-style-type: none"> 1. You have a business plan and/or financials - Get your business plan and financial projections reviewed by an expert to identify whether it is investor-ready. 2. You need to update or complete your business plan and/or financials - Let an expert help you complete, edit or update your business plan and/or financial projections. 3. You don't have a business plan and/or financial projections - Let an expert write a well structured business plan and/or financial projections.

Checklist	Description	Solutions
Investor Pitch Deck	Investor pitch deck is the first investor communication tool that you need. A strong pitch deck will help determine whether or not investors will be interested in seeing your business plan.	Let an expert create an investor pitch deck based on your business plan or review and edit your existing one.
Do you know who are the right investors/ funders for your business / project?	Identifying the right investor type is important. Understanding what different types of investors are looking for in the investment offering will help you target and provide insight into choosing the right investors saving you time, money and increasing your chances of funding.	Speak to a funding expert to receive right advice.
Feasibility Study	Feasibility studies are in addition to your business plan and are needed to identify whether your business / project is feasible from a legal, economic, environmental, technical and other view points.	To get a feasibility done by one of our experts, please send us an email at info@maximpact.com .
Are you investor-ready?	Before approaching investors, get the green light from one of our funding experts to review your investor material and to make sure you are ready to approach investors.	Get a funding assessment done quickly and easily.

Additional Useful Tools & Resources	Description	Solutions
Investor Pitch Video	<p>Create a compelling investor pitch video which can be shared on social media, website, network emailing, crowd-funding sites and other funders.</p> <p>Click here to view a sample of an investor pitch.</p>	<p>Get an investor pitch video created from A-Z quickly, easily and inexpensively.</p>
Graphic Design	<p>First impression matter. Make sure your investor materials are visually appealing and compelling.</p>	<p>View Graphic Design Services.</p>
Translation	<p>Target investors in other countries by translating your investor materials into other languages.</p>	<p>View Translation Services.</p>
Self-Assessment Test	<p>A Self - Assessment test will tell you what you are missing and to make sure you include the most important information into your business plan and financial projections.</p>	<p>Take a FREE self-assessment test.</p>
Proof reading and Editing	<p>Make sure your documents do not contain spelling mistakes and errors.</p>	<p>Contact us at info@maximpact.com for proofreading and editing.</p> <p>Estimated time 3 to 4 days.</p>