

# Social Investment Journey Checklist

Use this Checklist to track your progress to Investment Readiness

1. Legal Structure and Governance		
a)	Check Articles reflect your mission and organisation	
b)	Ensure you have the appropriate social clause and asset lock in place for your plans (update articles)	
c)	Update articles with governance issues e.g.: <ul style="list-style-type: none"> <li>○ Maximum and minimum number Directors</li> <li>○ Types of directors</li> <li>○ Quora</li> <li>○ Veto votes</li> </ul>	
2. Business Plan		
a)	Ensure have a comprehensive business plan including financials, sales and marketing, operations, the market and the competition	
b)	Develop a sound financial model which includes: <ul style="list-style-type: none"> <li>○ Assumptions</li> <li>○ 2 year historic figures</li> <li>○ 3 year forecast figures</li> <li>○ Need to have model included and exclude investment</li> </ul>	
3. Dropbox including appropriate folders		
a)	Business Plan and Financial Model	
b)	Accounts submitted to HMRC (at least 2 years' worth)	
c)	Full management accounts for all submitted accounts plus intervening months	
d)	Articles of Association and Memo	
e)	Cap Table (if more than 1 shareholder)	
f)	Shareholders Agreement (if more than 1 shareholder)	
g)	List of Directors	
h)	List of members/shareholders	

i)	Theory of Change (if you have it)	
j)	Articulation of Social Impact (can be CIC Reports if appropriate)	
k)	CV's of key staff, founders, advisors (well formatted and consistent)	
l)	Company Insurance Certificates and Policies	
m)	Company Policies	
n)	Staff Handbook (If you have it)	
o)	Employee Contracts	
p)	Organigram of staff (if you have it)	
q)	Supplier Contracts	
r)	Any IP registration/recognition	
s)	Advance assurance from HMRC for SEIS, EIS or SISR (as appropriate)	
t)	Bank Statements (at least 3 months)	

#### 4. Pitching

a)	Pitch Deck	
b)	Practice with peers	
c)	Pitch to investors	

#### 5.i. Finding Investors – Institutional or Individual

a)	Use Financial Model to establish amount and type of investment	
b)	Identify to 10 investors who invest in that type and range of companies like yours	
c)	Contact investors to discuss your investment in principle	
d)	i. Apply for investment (institutional investors) ii. Meet individual investor for initial discussion.	
e)	Know your numbers (all of them)	

5.ii. Crowdfunding		
a)	Use Financial Model to establish amount and type of investment	
b)	Identify type of audience for your campaign and monitor similar campaigns to learn.	
c)	Grow social media following to between 3,000 and 5,000 across platforms (one of top being Twitter)	
d)	Develop multimedia and comprehensive marketing campaign for before the CrowdFund, during and after.	
e)	Identify correct platform for your raise	
f)	Film the videos required and compile the material needed for the raise	
g)	Find between 10 and 20% of the CrowdFund target in advance from people and prompt them to invest via the CrowdFund in the first few days.	
5. Post Investment		
a)	Rollout communications to all investors to keep engaged (frequency as agreed and appropriate)	
b)	Deliver what you promised in the plan.	
c)		