

Investment Memo



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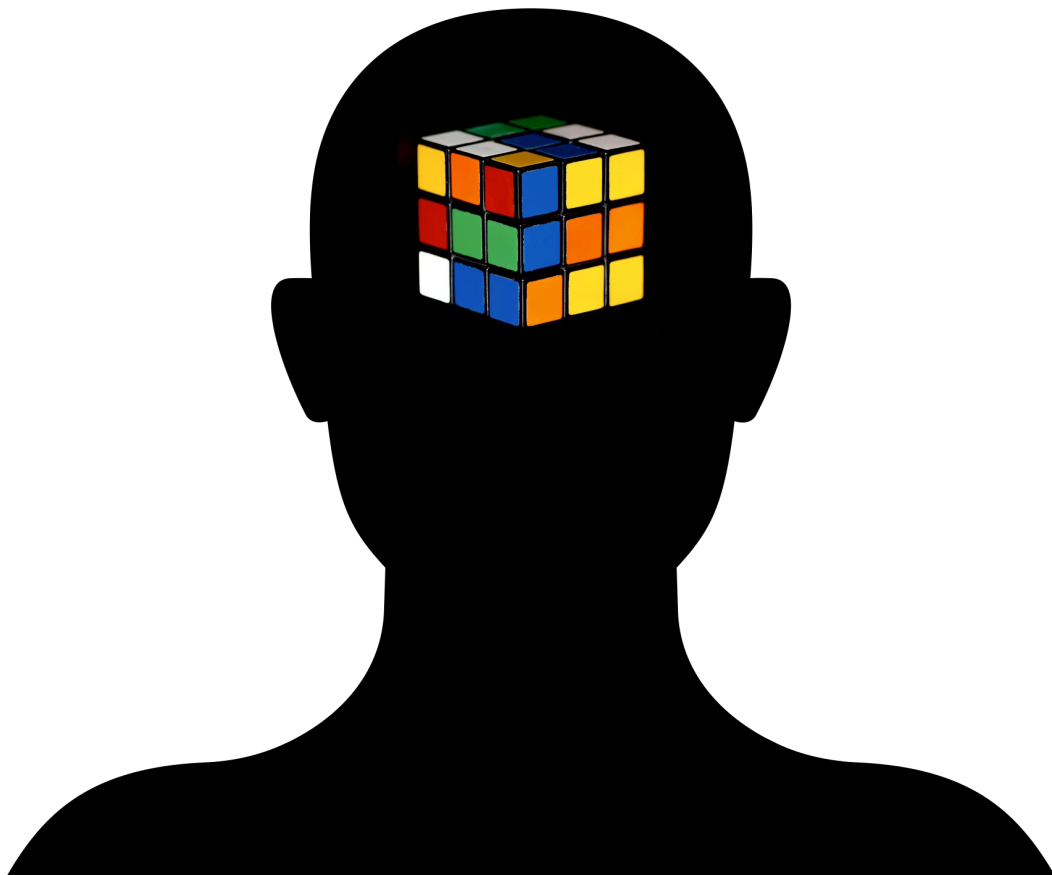
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I think every founder should draft
an investment memo because...



It'll help you avoid blind spots

(so at the very least, do it for yourself just in bullet point form)



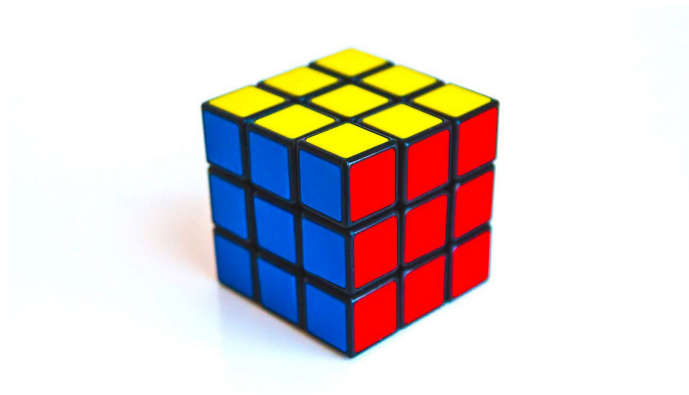
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**That way you're ready for any question
VCs throw at you through the process**

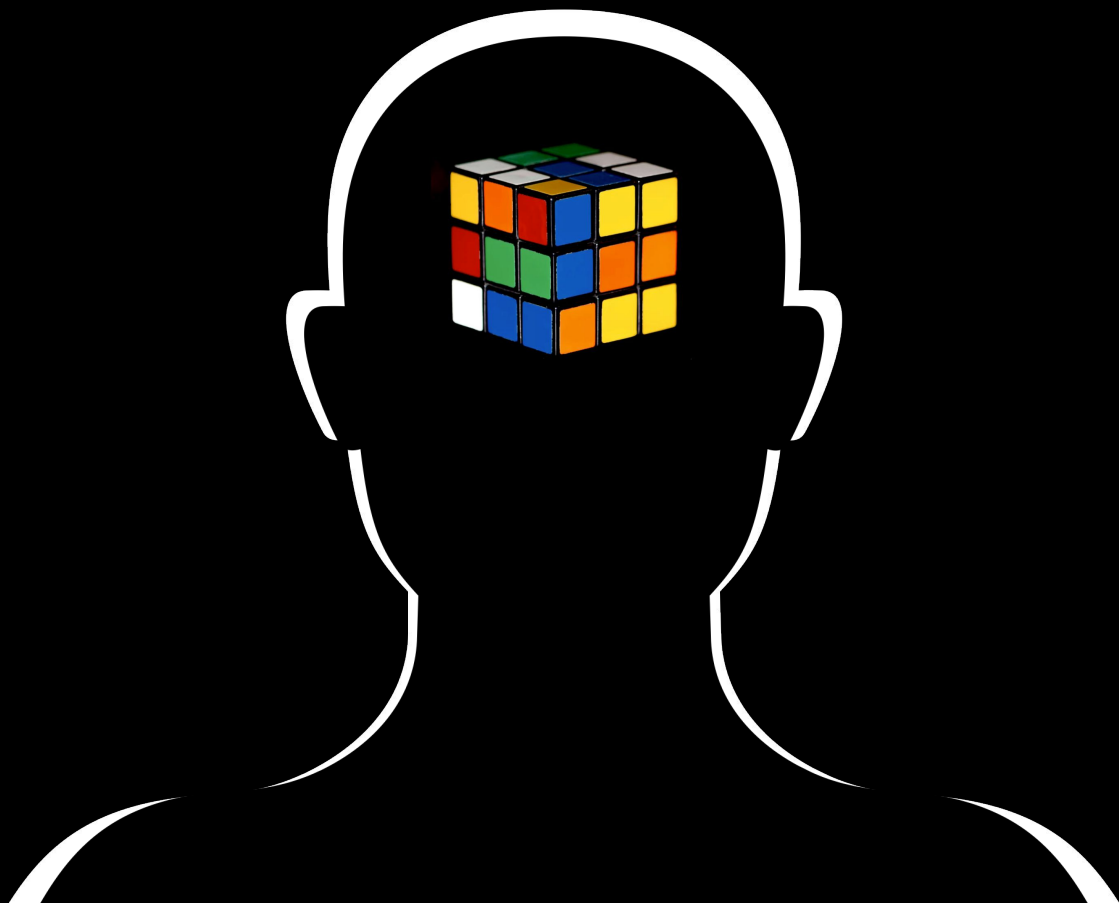


Now...

Being a CEO is like solving a rubik's cube in your head
24×7×365 that you're constantly spinning through
different scenarios and checking every angle

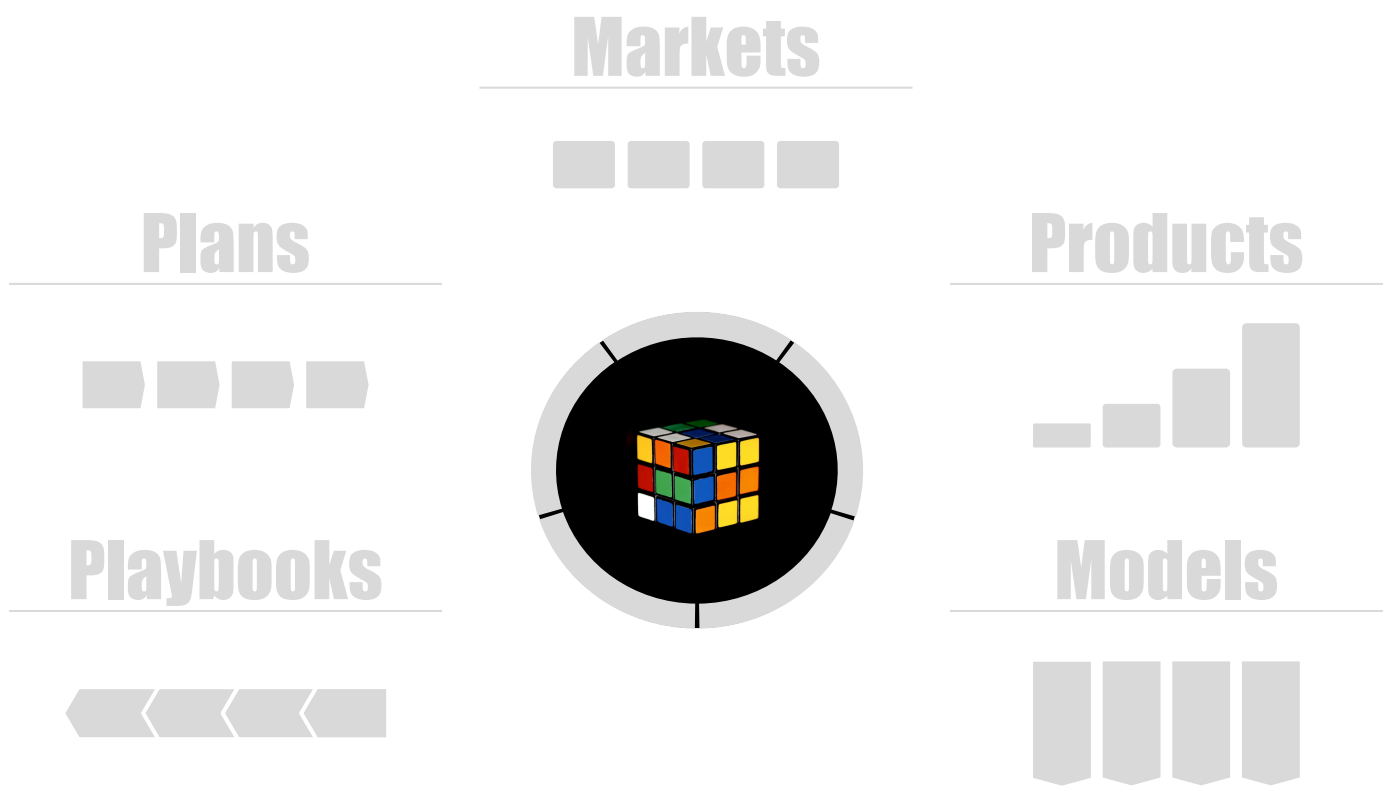


**And to avoid any blind spots
you'll want to step through
every side of that cube...**



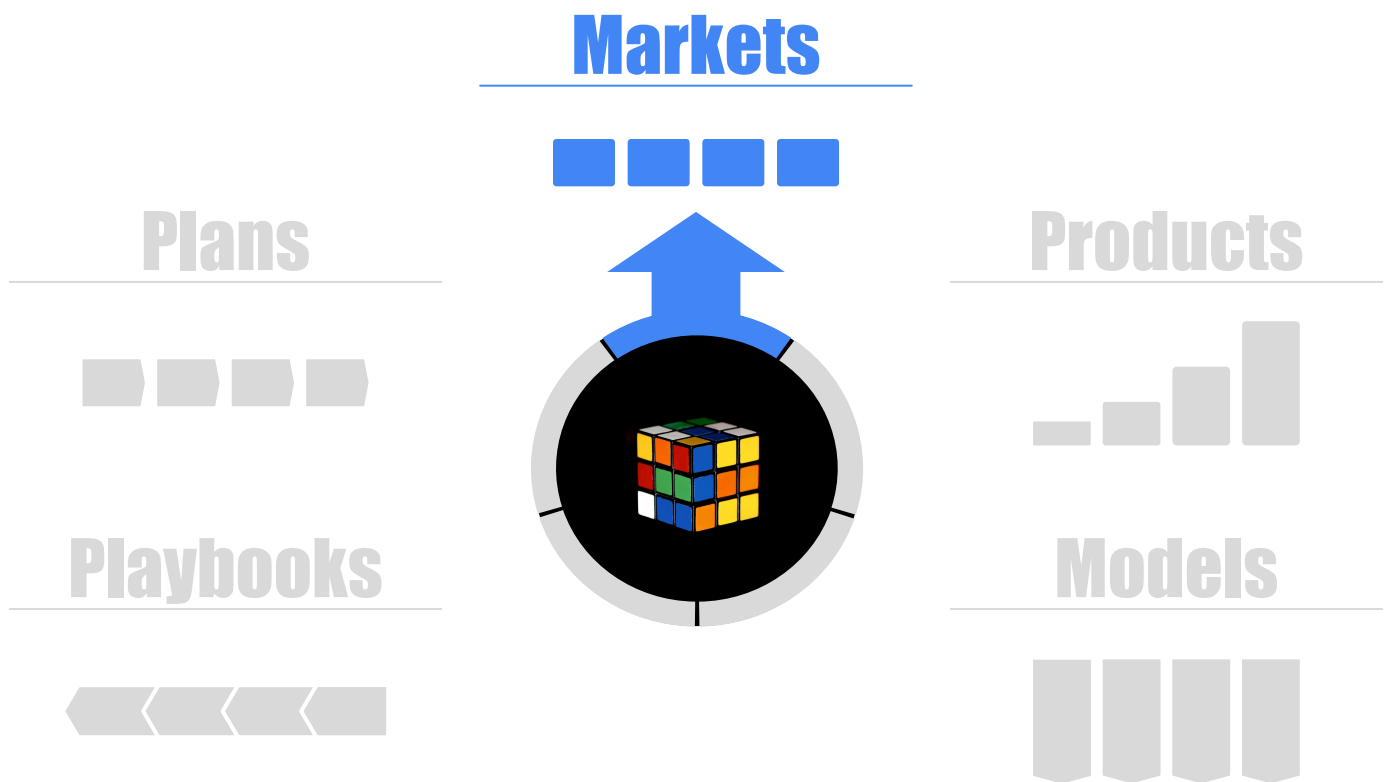
#1 - Thesis

What's the overview of your opportunity? Can you simplify it in a way that gets an investor excited and makes it easy for them to convince their partners?



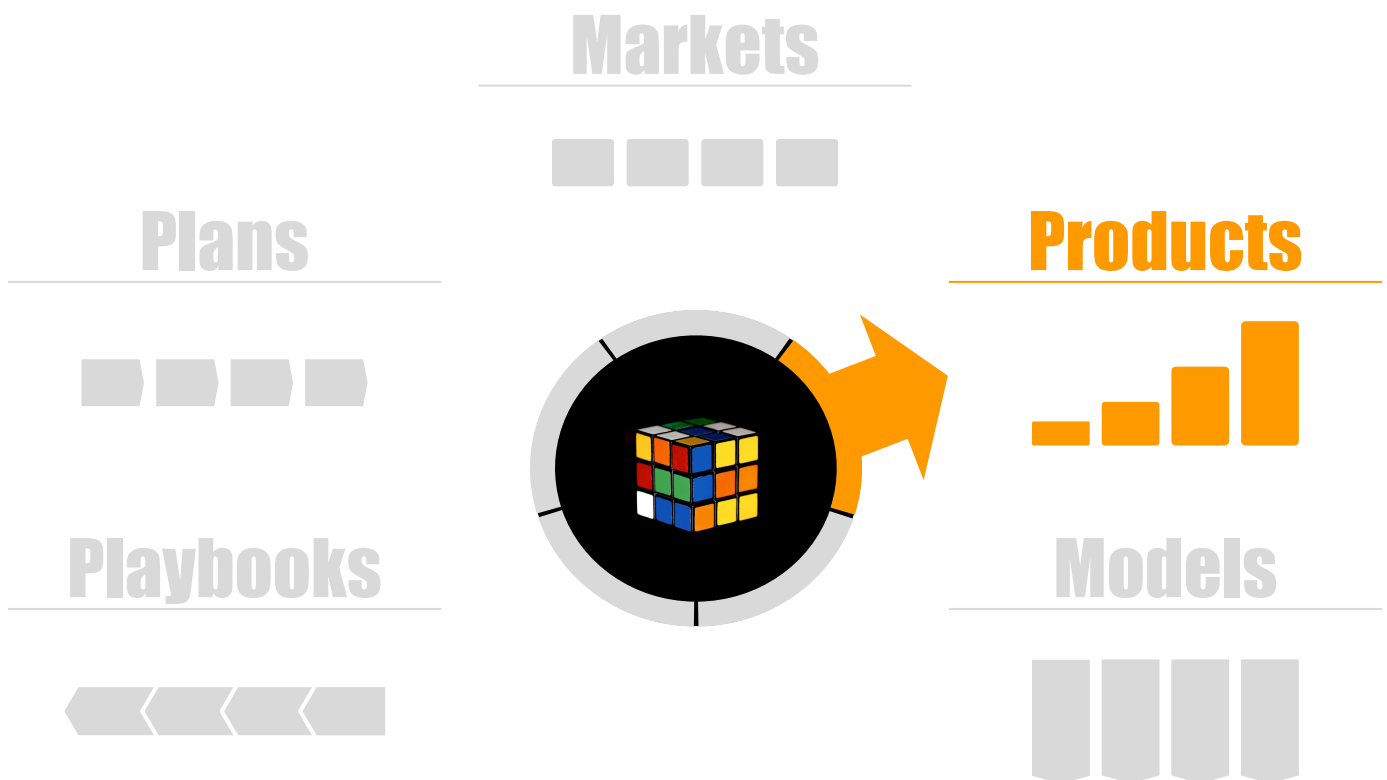
#2 - Markets

What's your long term and near term vision? How will you hit and stay on the venture scale path and why can you do it in a capital efficient way?



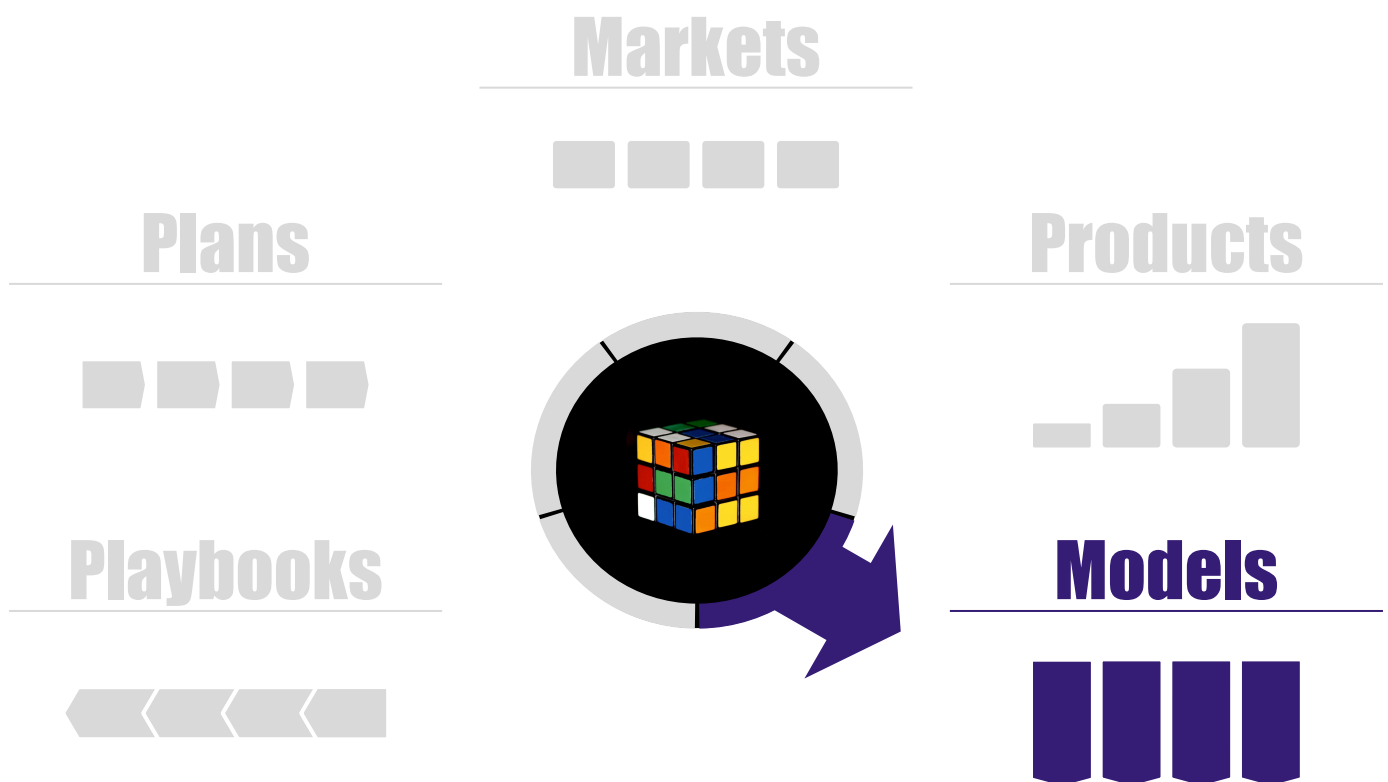
#3 - Products

Why will a lot of customers care? What's your value proposition, why are you different, why are they motivated to buy now?



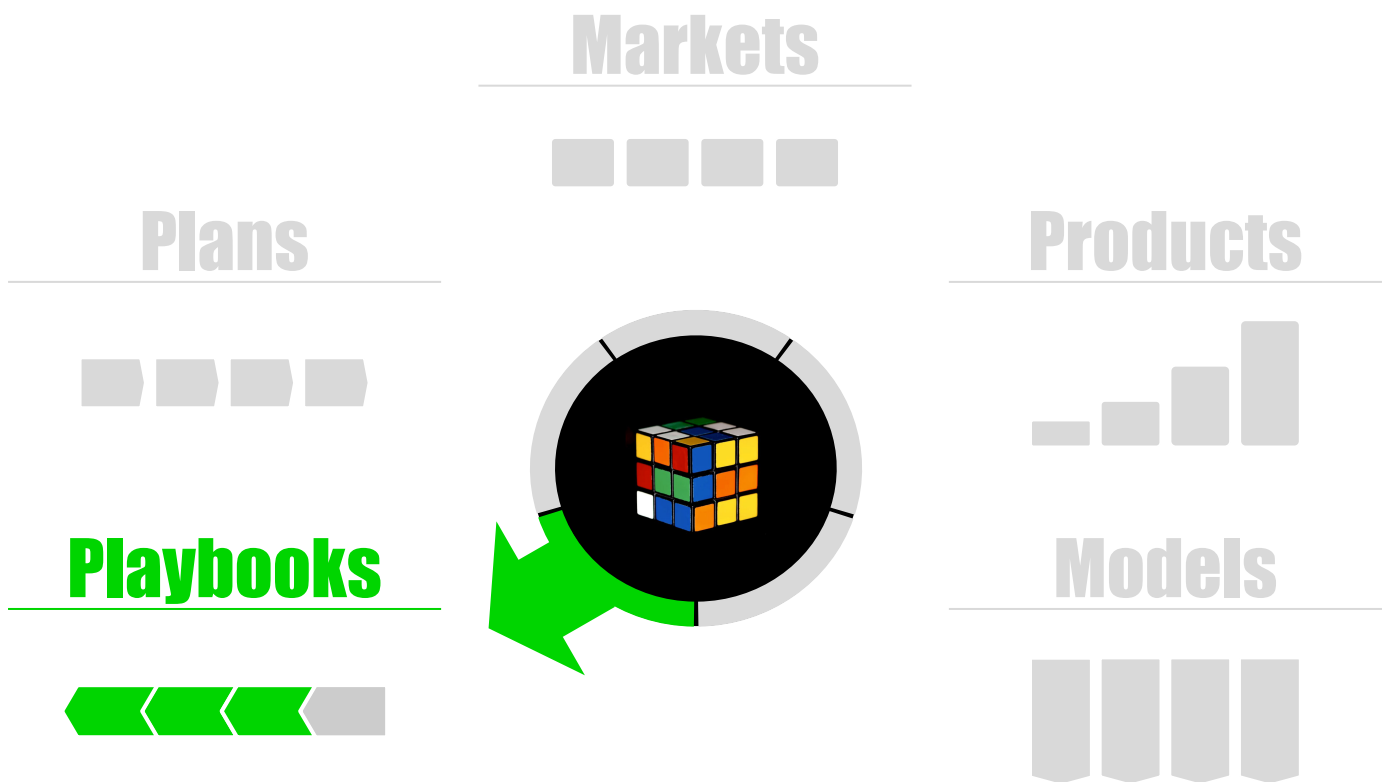
#4 - Models

What does (or will) Product Market Fit look like?
When do you know customers are happy and how
does your model build an advantage over time?



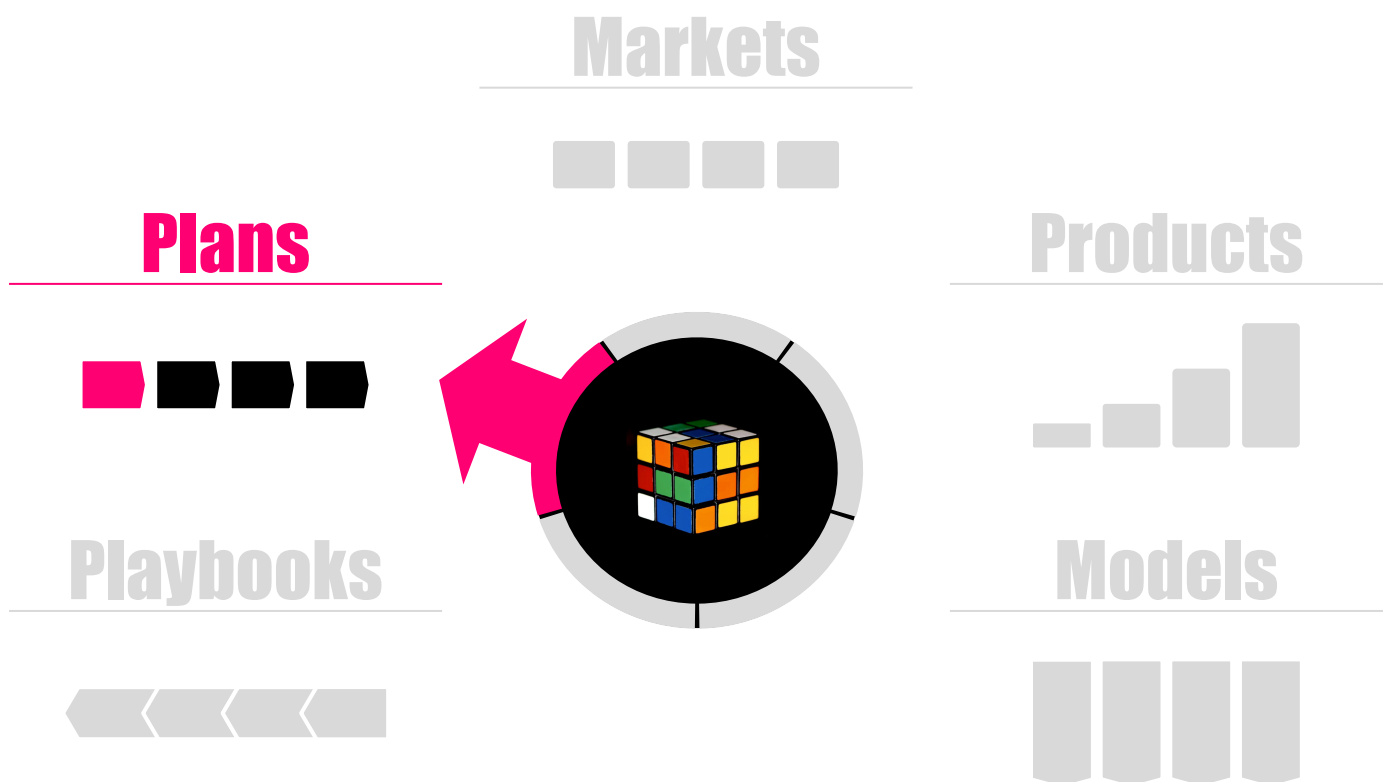
#5 - Playbooks

What's driving your model and where will your growth come from? What are the assumptions and the key drivers behind that growth?



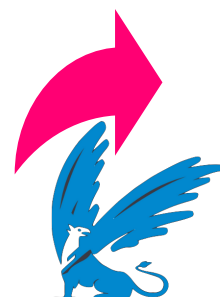
#6 - Plans

What resources do you need to get to your next set of milestones? What different scenarios have you considered and how will you adapt to any change?



Systematically check for blind spots and make sure you're ready for anything by drafting your memo

(bullet points are fine to start when it's just for you)



So To Recap

1. It doesn't matter if you show the memo to an investor.
2. Systematically step through all 6 sides of your Rubik's cube
3. And draft your memo to make sure you're ready for anything the investors throw at you 💪

