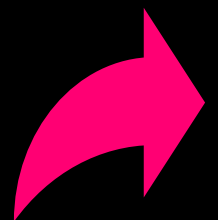


# Investment Memo



For more fundraising tips, follow [Michael Ho](#)



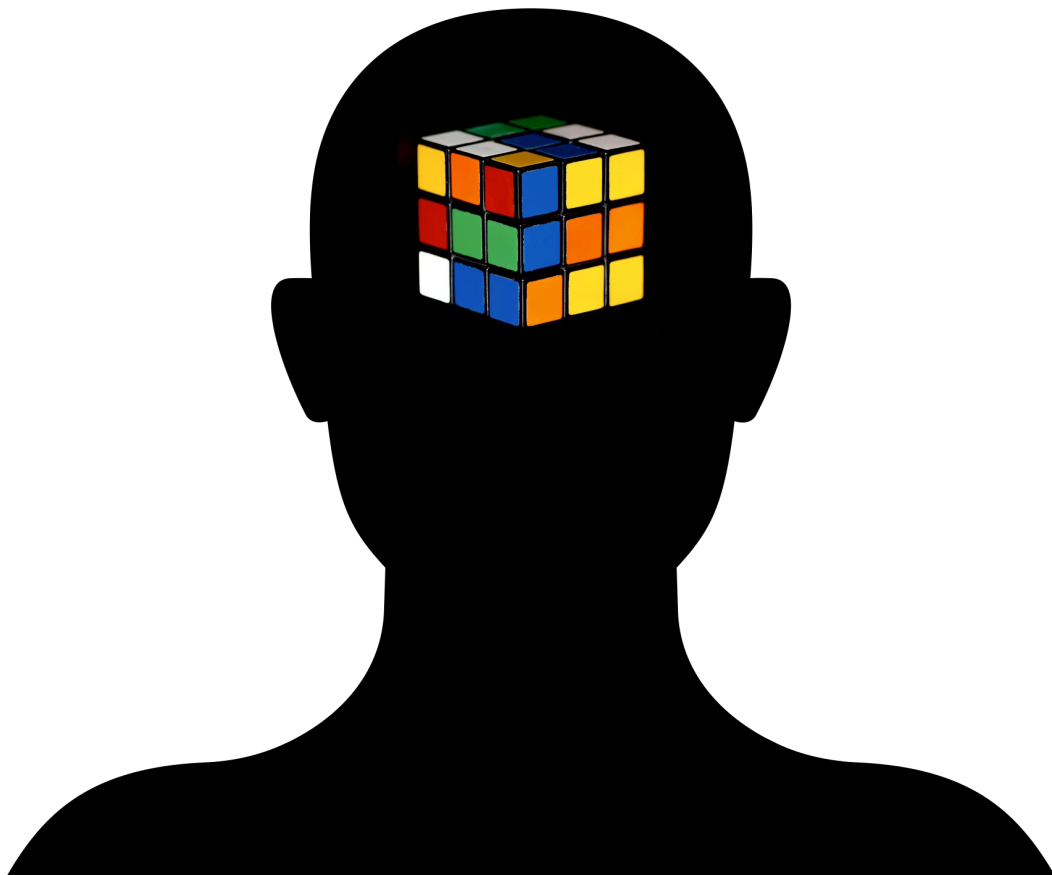
Repost this to help a founder in your network

**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)

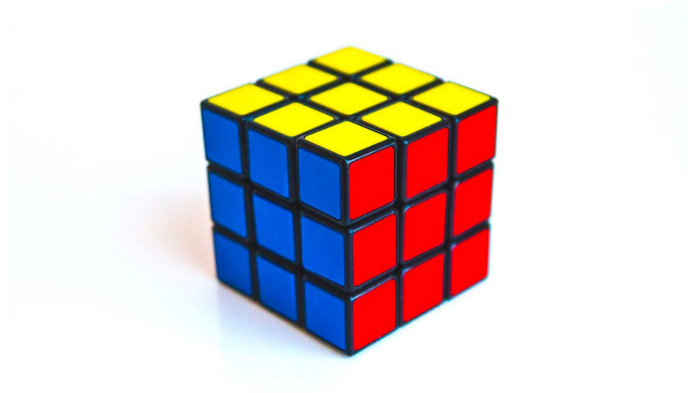


**That way you're ready for any question  
VCs throw at you through the process**

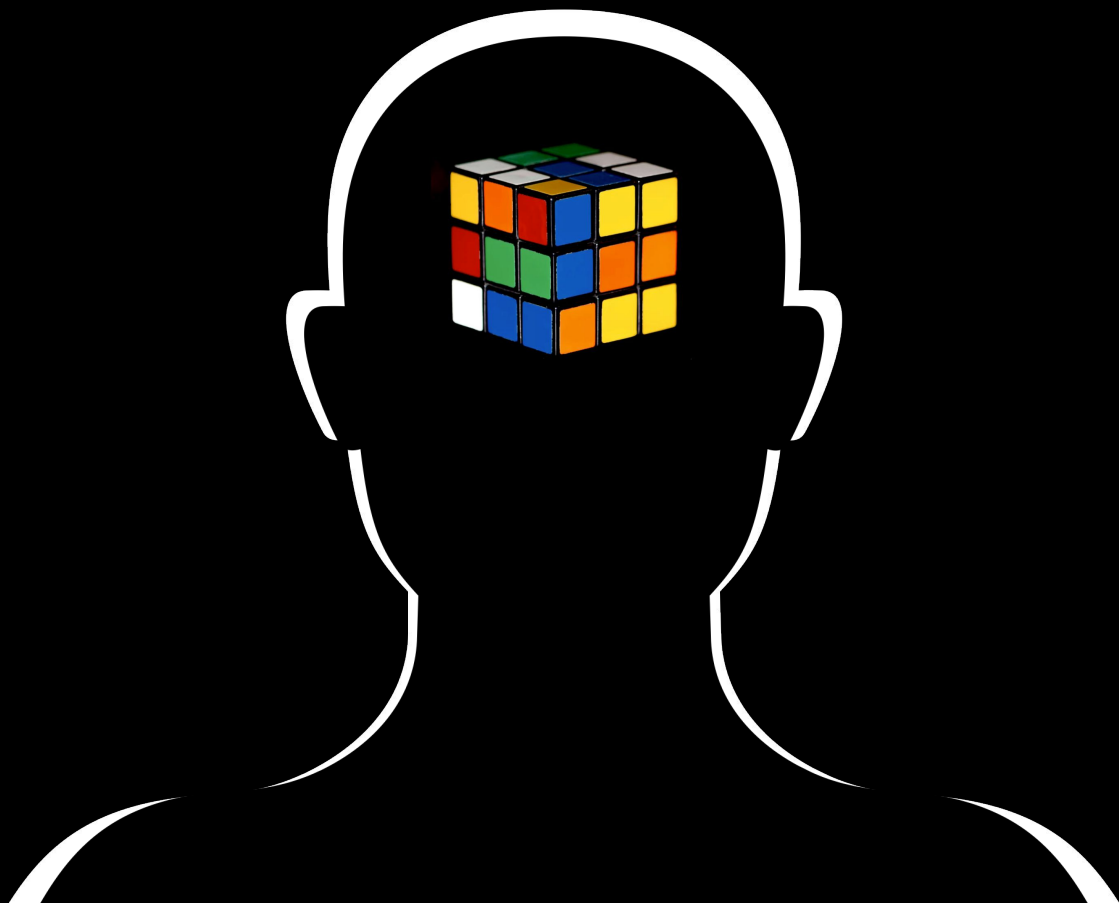


# Now...

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

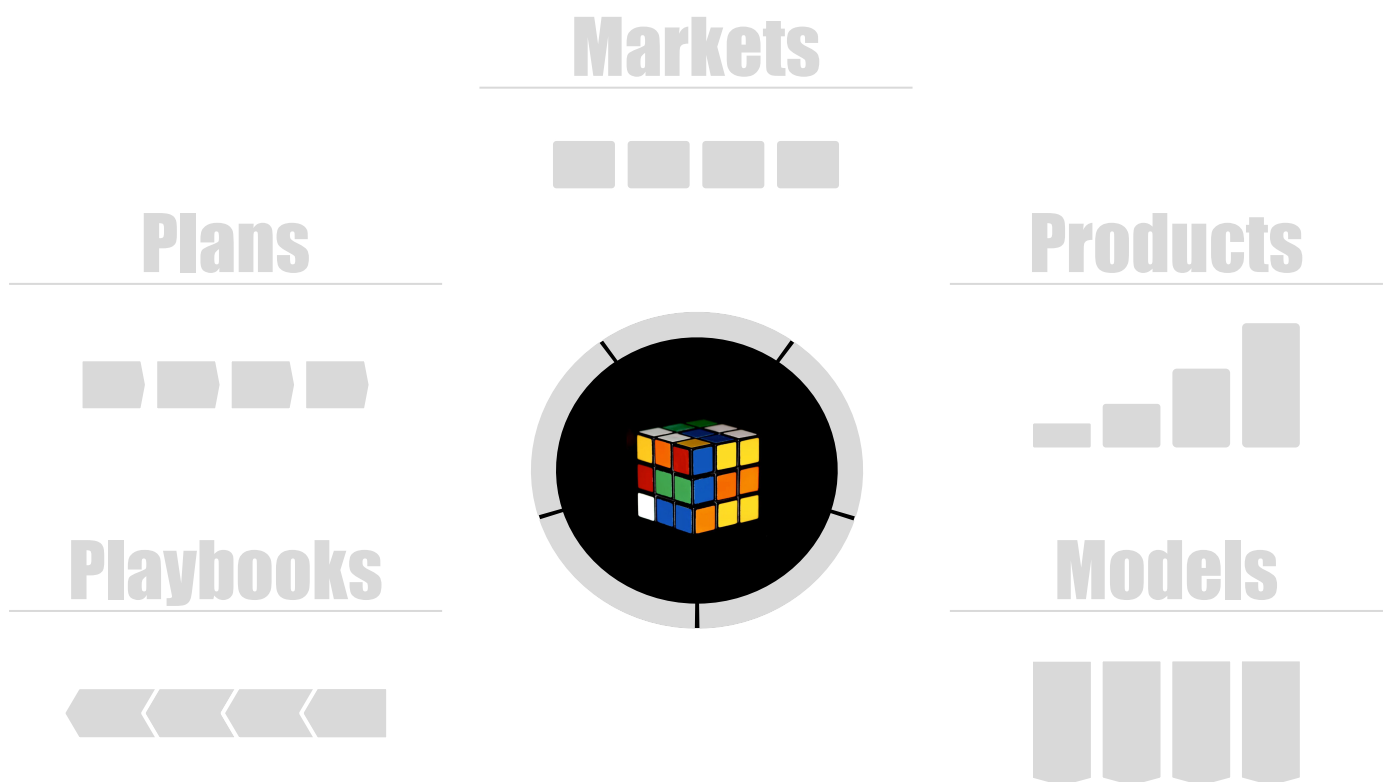


**And to avoid any blind spots  
you'll want to step through  
every side of that cube...**



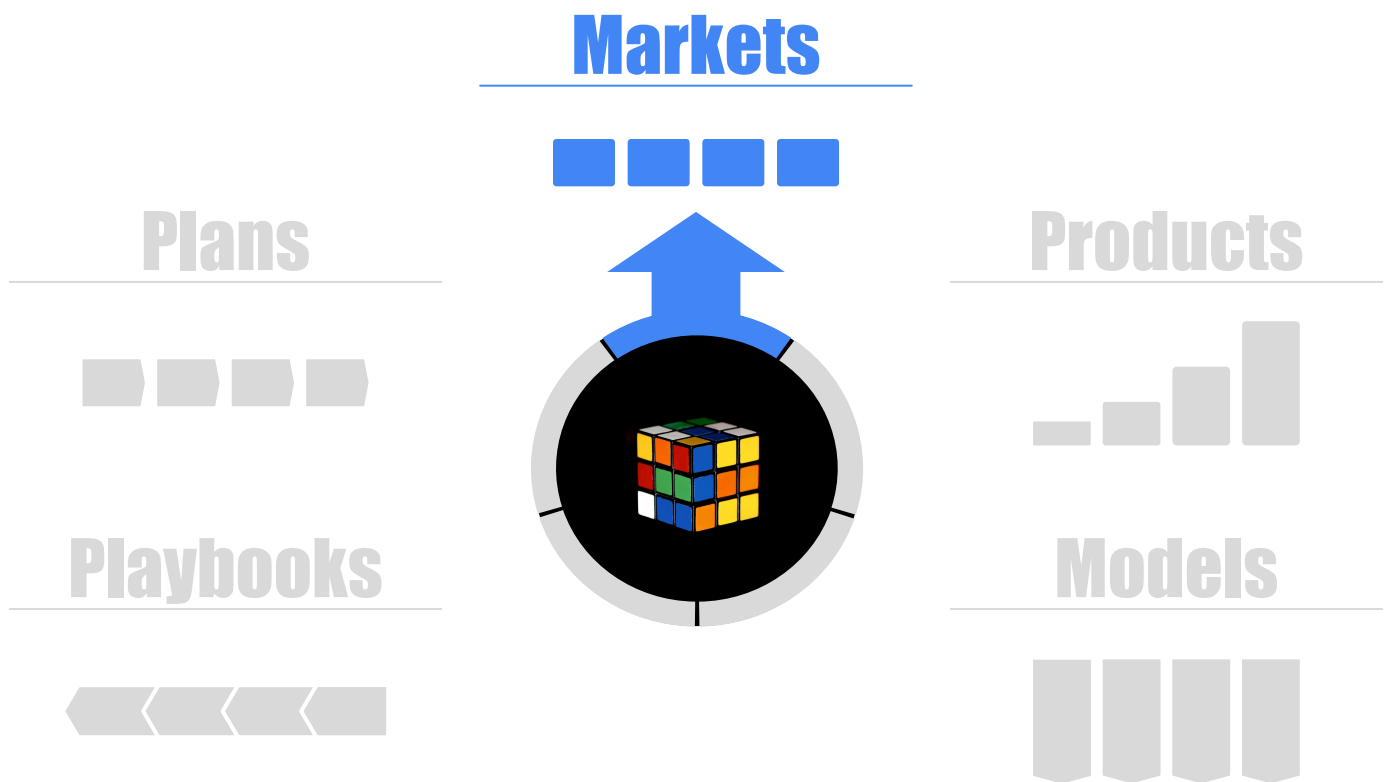
# #1 - Thesis

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

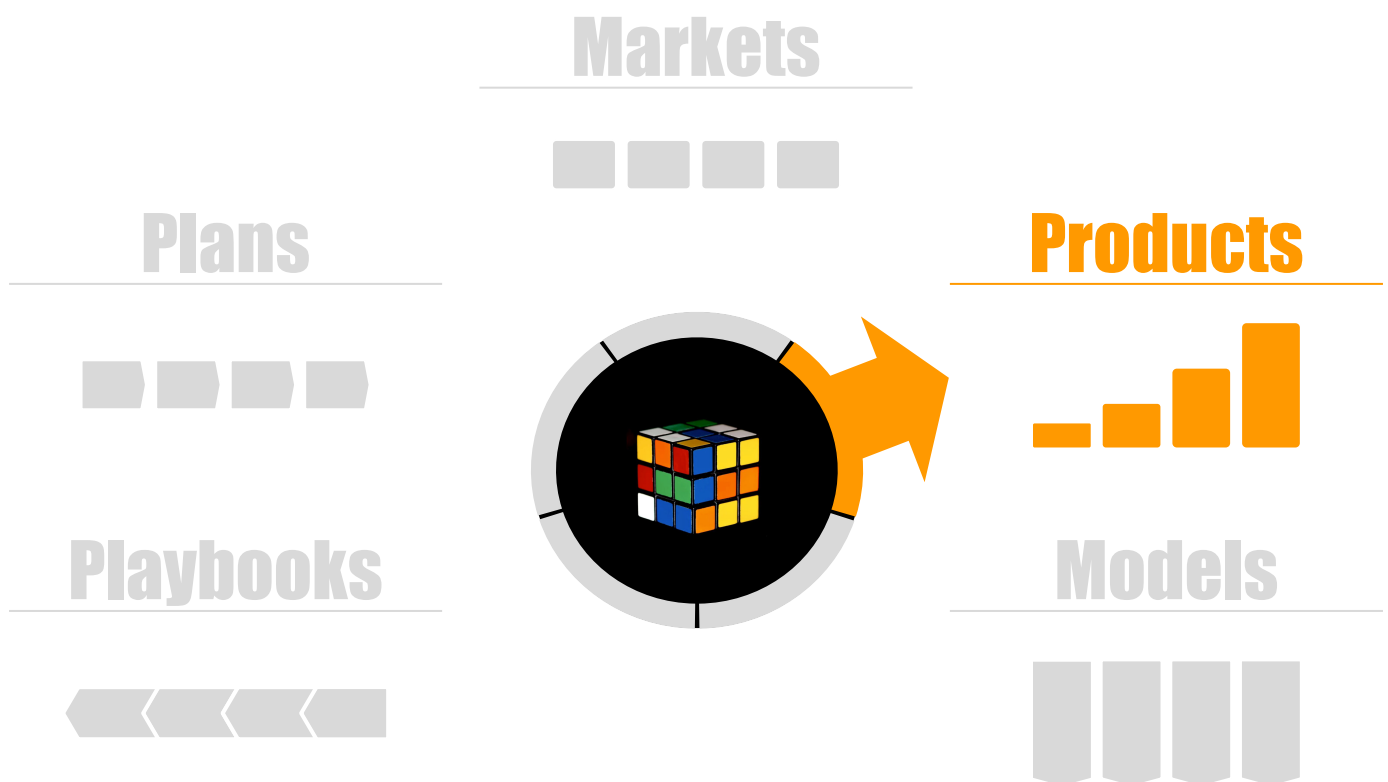
What's your long term and near term vision? How will you hit and stay on the venture scale path and why can you do it in a capital efficient way?





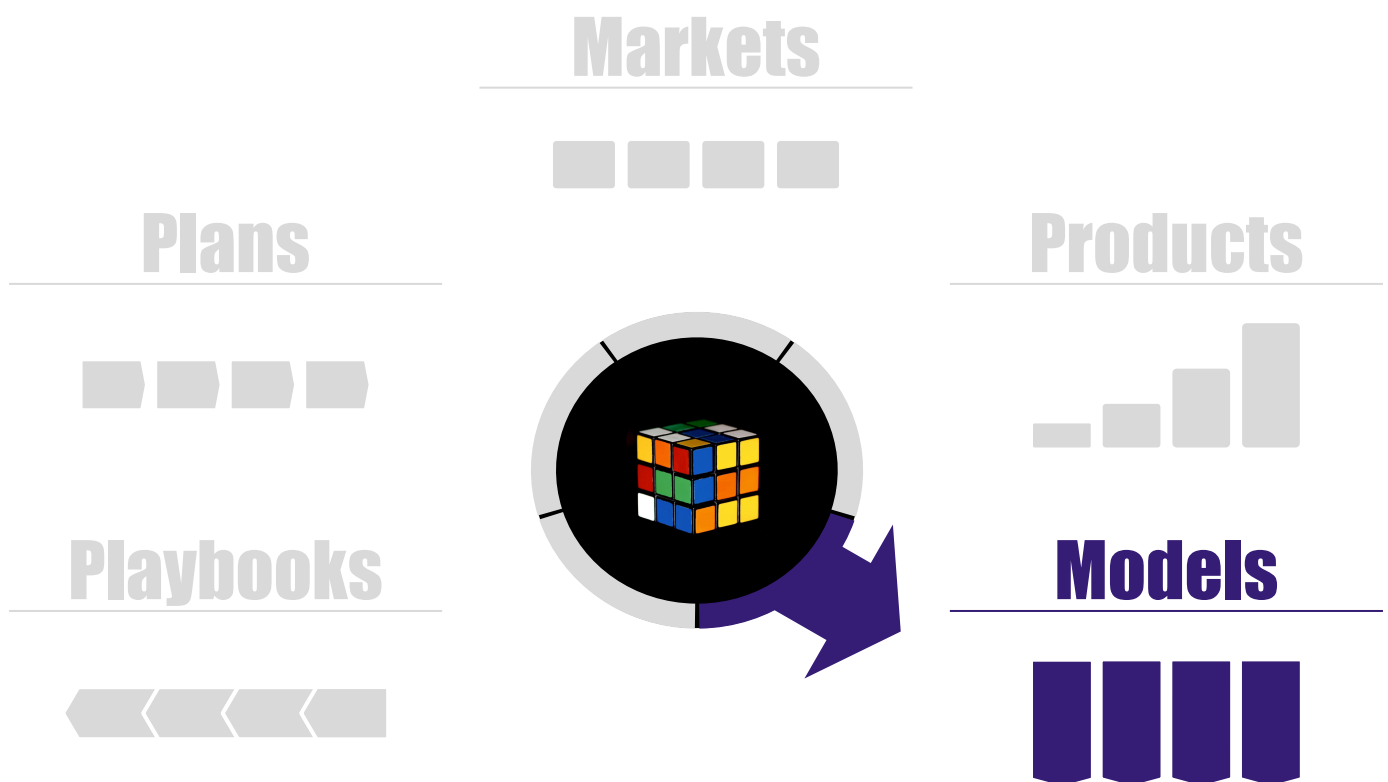
# #3 - Products

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



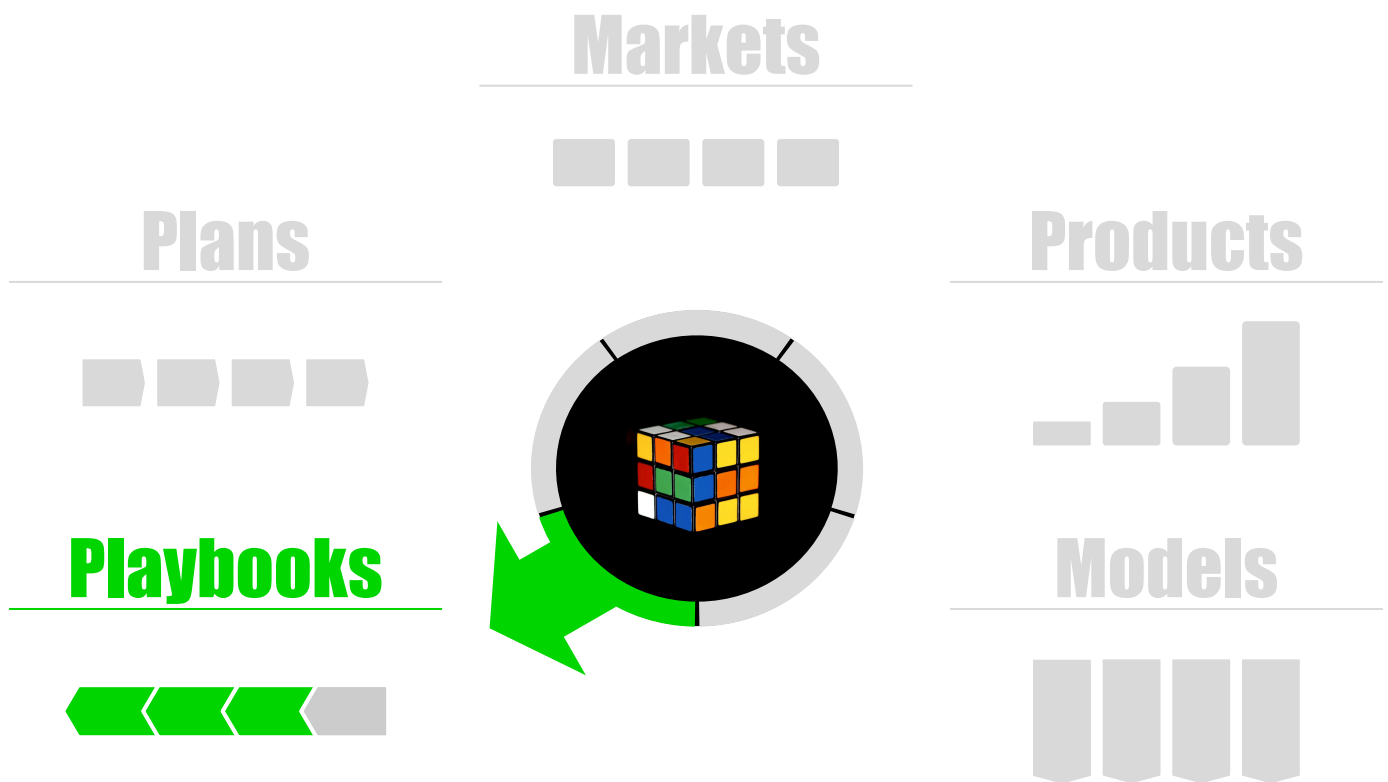
# #4 - Models

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?



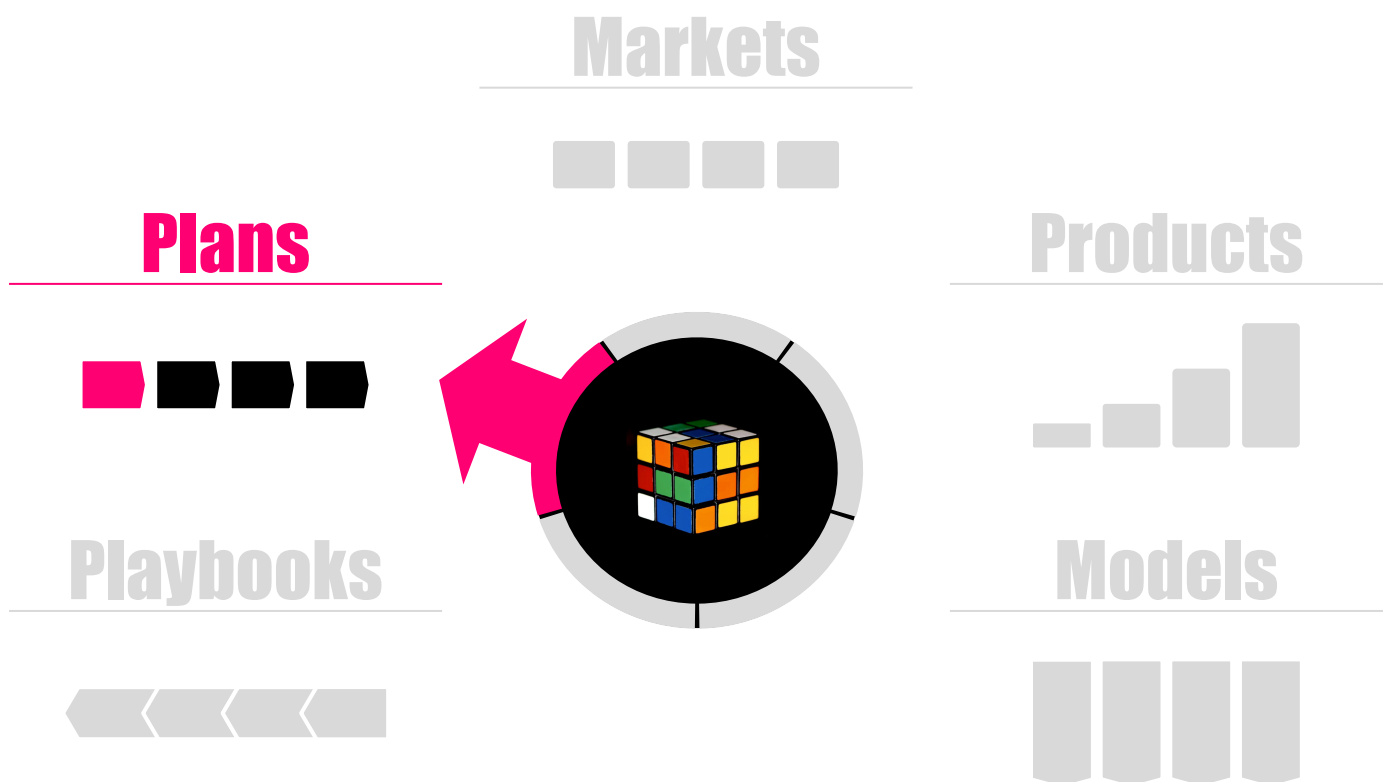
# #5 - Playbooks

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 💪

