

Drexus Investor Proof Checklist

Turn progress into proof investors can read in one page.

Investors don't fund potential. They fund visible traction, repeatable rhythm, and founders who can show control.

This list helps you turn chaos into credibility — fast.

1. Product Proof

Before you talk numbers, show that the product works — predictably.

You have a working demo or live environment ready to share.

There's one clear activation path from login to value.

A documented one-page scope outlines what's built and what's next.

You send weekly Friday Progress Receipts showing shipped items, in progress, and next.

QA logs and uptime data exist to back up your technical reliability.

Friend tip: Investors don't expect perfection. They expect visibility and consistency.

2. Traction Proof

Numbers matter only when they tell a story of learning and improvement.

You have active users or paying customers, even if small.

You can show retention curves (7-day, 30-day, 60-day).

Conversion rates are tracked and improving over time.

You run measurable experiments every two weeks to validate assumptions.

You can show screenshots or dashboards of real analytics data.

Friend tip: Don't show one big metric. Show steady progress — that's traction investors trust.

3. Revenue & Runway Proof

Show that you understand how money moves through your business.

You have a current revenue snapshot, even if it's early-stage.

You know your CAC (cost to acquire a customer) and LTV (lifetime value).

You've calculated burn rate and current runway in months.

Pricing experiments are logged and reviewed for performance.

You can outline how you'll transition from validation to recurring revenue.

Friend tip: "No revenue yet" is fine — "no financial visibility" isn't.

4. Team & System Proof

Investors back systems that deliver, not founders who promise.

Each core function (product, tech, marketing) has a clear owner.

A senior technical lead is visible and accountable for delivery.

Vendor diligence and onboarding are documented.

You hold short post-mortems after each sprint to capture learnings.

Your workflow follows a visible rhythm — Scope → Demo → Receipt → Iterate.

Friend tip: Show that your team has a working cadence. Predictability is the new charisma.

5. Investor Proof Sheet (What to Send)

Condense everything into one single page that speaks for you.

Product summary: what exists today, not what's coming.

Core activation and retention metrics with short notes.

Experiment velocity: how many learning cycles per month.

A short engagement or growth chart with visible trends.

Screenshots of dashboards or receipts showing progress.

A 4-week roadmap showing what's next.

Optional: a 30-second demo video or QR code to live product.

Friend tip: Investors skim. Your one-pager should let them "get it" in under 30 seconds.

Red Flags to Avoid

Talking about potential without showing progress.

Vanity metrics like "impressions" or "downloads" without retention context.

Scope drift or lack of documentation.

"Still in beta" after six months.

Pitch decks with no proof links or data sources.

Final Reminder

Investors fund reliability, not hype.

Your goal isn't to sound exciting — it's to look in control.

Show your rhythm, your results, and your receipts, and the story writes itself.

Proof isn't a pitch. It's a pattern.

FROM
YOUR FRIENDS
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