

# Investor Due Diligence Template

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Investor Name:

Investor Type:

[Venture Capital, Angel Investor, Accelerator/Incubator, Other]

Date of Research:

## Investment Focus & Strategy:

Investment Thesis:

- What are their core investment beliefs and philosophies?
- What types of companies and industries do they typically invest in?
- What are their preferred investment stages (pre-seed, seed, Series A, etc.)?
- What are their expectations for return on investment (ROI) and exit strategies?

Portfolio Companies:

- Analyze their current and past investments.
- Identify any companies in your industry or direct competitors.
- Assess the investor's track record of successful investments and exits.
- Look for patterns in their investment strategy and portfolio company performance.

Investment Size & Terms:

- What is their typical investment range?
- What is the size of their fund (if applicable)?
- What are their typical equity requirements and ownership stakes?
- Do they offer flexible investment structures (e.g., convertible notes, SAFEs)?
- What are their expectations for board representation and control?

## Industry Expertise & Network:

### SaaS Experience:

- Do they have specific experience investing in or working with SaaS companies?
- Do they understand the SaaS business model and key metrics (MRR, churn, etc.)?
- Can they provide valuable insights and guidance on SaaS growth strategies?

### Network & Connections:

- Do they have a strong network of relevant contacts in the SaaS industry?
- Can they facilitate introductions to potential customers, partners, or advisors?
- Can they leverage their network to help your company expand and scale?

### Mentorship & Value Add:

- Do they offer mentorship and guidance to their portfolio companies?
- What specific value do they bring beyond financial capital?
- Can they help with strategic planning, fundraising, hiring, or product development?

## Values & Reputation:

### Mission & Values:

- What are their stated mission and values?
- Do their values align with your company's culture and vision?

### Reputation & Track Record:

- Research their reputation in the industry.
- Look for online reviews, news articles, and testimonials from founders they have worked with.
- Assess their transparency and communication style.
- Consider their overall track record and how they treat their portfolio companies.

## Team & Culture:

### Team Members:

- Research the backgrounds and experience of the key partners and investment team members.
- Identify the individuals who would be your primary points of contact.
- Assess their expertise and ability to provide valuable support.

### Culture & Values:

- Try to get a sense of their firm's culture and values.
- Do they foster a collaborative and supportive environment for their portfolio companies?

## Deal Process & Expectations:

### Investment Process:

- What is their typical investment process and timeline?
- What are their due diligence requirements?
- What are their expectations for communication and reporting?

### Decision-Making:

- Who are the key decision-makers in the investment process?
- What are their investment criteria and decision-making factors?

### Post-Investment Support:

- What level of ongoing support do they provide to their portfolio companies?
- Do they offer follow-on funding opportunities?
- How do they assist with exits and acquisitions?

## Resources & References:

Investor Website: [Investor Website URL]

Crunchbase Profile: [Crunchbase Profile URL]

PitchBook Profile: [PitchBook Profile URL]

LinkedIn Profiles: [LinkedIn Profile URLs of Key Team Members]

Other Resources: [List any other relevant articles, news articles, or online reviews]

## Overall Assessment:

Strengths: [List the investor's key strengths and positive attributes]

Weaknesses: [List any potential concerns or weaknesses you have identified]

Fit: [Assess the overall fit between the investor and your company]

Next Steps: [Outline your next steps, such as scheduling a meeting or submitting a pitch deck]

**Remember:** This template is a starting point. Customize it to your specific needs and research preferences. Conducting thorough due diligence is crucial for finding the right funding partner for your SaaS startup and building a successful long-term relationship.