

TRANSACTION PATHWAY

# Start-Up New Equity Raise

OCTOBER 2023



We created this Pathway working with a large incubator. This is a detailed process to get start-ups ready for the funding process, and to work through the funding stage. Once you have completed all of the steps in this Pathway, you'll have a complete due diligence room and be fully prepared for your funding round.

STAGE	TASKS	TASK FORMS	TASK DOCUMENTS
<b>Company Information</b>	<ul style="list-style-type: none"> <li>➤ Basic Company Information</li> <li>➤ Company Marketing information</li> <li>➤ Company Appointments</li> <li>➤ Authorised Signatures Template Document</li> <li>➤ Authorised Signatures – Cygnetise Link</li> <li>➤ Management Information</li> <li>➤ Company Stage</li> <li>➤ Seeking Support?</li> <li>➤ Employees</li> </ul>	<ul style="list-style-type: none"> <li>➤ Basic Company Information</li> <li>➤ Company Marketing</li> <li>➤ Company Appointments</li> <li>➤ Authorised Signatures Template Document</li> <li>➤ Authorised Signatures – Cygnetise Link</li> <li>➤ Description of Management and Abilities</li> <li>➤ Company Stage form</li> <li>➤ Seeking Support?</li> <li>➤ Number of Employees at Intake</li> </ul>	<ul style="list-style-type: none"> <li>➤ Authorised Signatures Template Document</li> </ul>
<b>Introduction to the KIDD</b>	<ul style="list-style-type: none"> <li>➤ Introduction to the KIDD</li> </ul>	<ul style="list-style-type: none"> <li>➤ KIDD Template</li> </ul>	<ul style="list-style-type: none"> <li>➤ KIDD Template</li> </ul>
<b>Venture</b>	<ul style="list-style-type: none"> <li>➤ Venture application</li> <li>➤ Business Summary</li> <li>➤ Review Venture application</li> </ul>	<ul style="list-style-type: none"> <li>➤ Venture Application</li> <li>➤ 500-Word Business summary description</li> <li>➤ Review Venture Application</li> </ul>	
<b>Venture Definition and Development</b>	<ul style="list-style-type: none"> <li>➤ Phrase that Pays</li> <li>➤ Business Summary</li> <li>➤ Business Summary Review</li> </ul>	<ul style="list-style-type: none"> <li>➤ Phrase that Pays</li> <li>➤ 500-Word Business summary description</li> <li>➤ Business Summary Review form for comments</li> </ul>	
<b>Market Opportunities and Go to Market Strategy</b>	<ul style="list-style-type: none"> <li>➤ Go to Market Channels planned</li> <li>➤ Target Market Group</li> </ul>	<ul style="list-style-type: none"> <li>➤ Go to Market Channels planned</li> <li>➤ Target Market Group</li> </ul>	

STAGE	TASKS	TASK FORMS	TASK DOCUMENTS
Pitch Deck Build	➤ Create pitch deck	➤ Pitch Deck - Create	➤ Pitch Deck - Create
Viability	<ul style="list-style-type: none"> <li>➤ Viability details</li> <li>➤ Viability details - Treasury</li> </ul>	<ul style="list-style-type: none"> <li>➤ Human capital data form</li> <li>➤ Treasury Data Form</li> </ul>	
Technology Requirements			
Governance	<ul style="list-style-type: none"> <li>➤ Company Management Team and Directors diligence</li> <li>➤ Corporate Governance structure</li> <li>➤ Corporate Governance</li> <li>➤ Corporate Company filings</li> </ul>	<ul style="list-style-type: none"> <li>➤ Company Management Team and Directors form with comments for due diligence</li> <li>➤ Corporate Governance structure</li> <li>➤ Corporate Governance</li> <li>➤ Corporate Company filings</li> </ul>	
KPI's/Metrics/ Growth Factors	<ul style="list-style-type: none"> <li>➤ Assess and build metrics around Product Market Fit</li> <li>➤ Product Market Fit</li> <li>➤ Customer Acquisition</li> <li>➤ Customer Acquisition Cost</li> <li>➤ Revenue Generation</li> <li>➤ Revenue Model</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop and build KPI table</li> <li>➤ Product Market Fit</li> <li>➤ Customer Acquisition</li> <li>➤ Customer Acquisition Cost</li> <li>➤ Revenue Generation</li> <li>➤ Revenue Model</li> </ul>	
Competitor Analysis	➤ Competitor Analysis	➤ Competitors and how you distinguish from them	
Legal & Regulatory	<ul style="list-style-type: none"> <li>➤ OneNDA</li> <li>➤ OneNDA Word V2</li> <li>➤ Appoint lawyer</li> <li>➤ Legal document &amp; contracts review</li> <li>➤ Legal Company filings</li> <li>➤ Review legal contracts</li> </ul>	<ul style="list-style-type: none"> <li>➤ OneNDA</li> <li>➤ OneNDA</li> <li>➤ Legal advisor</li> <li>➤ Legal documents and contracts review</li> <li>➤ Legal Company filings</li> <li>➤ Legal documents and contracts</li> </ul>	<ul style="list-style-type: none"> <li>➤ OneNDA Fillable V2</li> <li>➤ OneNDA Word V2</li> </ul>

STAGE	TASKS	TASK FORMS	TASK DOCUMENTS
	<ul style="list-style-type: none"> <li>➤ Legal Document sign off</li> </ul>	<ul style="list-style-type: none"> <li>review</li> <li>➤ Legal Document sign off</li> </ul>	
<b>Funding/closing</b>	<ul style="list-style-type: none"> <li>➤ Post Close Reporting</li> <li>➤ Funding ask, use of funds, cash flow, exit strategy</li> <li>➤ Assess Funding Readiness</li> <li>➤ Funding Advanced</li> </ul>	<ul style="list-style-type: none"> <li>➤ Post Close Report</li> <li>➤ Funding ask, use of funds, cash flow, exit strategy</li> <li>➤ Assess Funding Readiness</li> </ul>	
<b>Post close Reporting</b>	<ul style="list-style-type: none"> <li>➤ Post closing Report</li> <li>➤ Plan for Oversight and Post Closing Reporting</li> </ul>	<ul style="list-style-type: none"> <li>➤ Post Close Report</li> <li>➤ Oversight</li> </ul>	