

FOUNDER TEMPLATE

THE INVESTOR DATA ROOM TEMPLATE

The folder structure and document list investors expect to find in diligence. Build it once, before outreach, and every serious conversation moves faster.

DILIGENCE STARTS BEFORE THE FIRST MEETING

A data room is the first thing an interested investor asks for, and the clearest signal of how a company is run. Founders who build it during diligence lose weeks, and sometimes lose the investor.

A good data room does three things. It answers questions before they are asked. It shows the business is organised and has nothing to hide. And it lets several investors work through diligence at the same time without the founders becoming the bottleneck.

Build it in stages

Open a light version after a first meeting: deck, model, key metrics.
Open the full room once an investor is in serious diligence.

Number the folders

Investors work through rooms in order. A numbered structure they recognise saves everyone time.

One version of everything

Out of date copies create doubt. Keep one current file per document and date it.

Track access

Knowing who opened what, and for how long, tells you which investors are genuinely engaged.

THE RULE OF THUMB

If an investor has to email you for a document that belongs in the room, the room is not finished.

FOLDER STRUCTURE, PART ONE

01 Overview Open after first meeting	Investor deck (full) · One page teaser · Company overview or memo · Product demo video or screenshots · Short FAQ answering the questions you hear most
02 Financials Open after first meeting	Historic profit and loss, balance sheet and cash flow · Monthly management accounts for the last 12 to 24 months · Audited or reviewed accounts where available · Current bank statements summary · Debt and loan agreements
03 Financial Model Open after first meeting	Operating model with assumptions tab · Budget versus actuals · Use of funds and runway after the raise · Scenario cases where relevant
04 Metrics and Traction Open after first meeting	Revenue by month and by customer · Cohort retention or churn · Unit economics (acquisition cost, lifetime value, payback, gross margin) · Pipeline report with stages · Key product and usage metrics
05 Customers Full diligence	Customer list with contract values (anonymise if needed) · Top customer contracts · Case studies and testimonials · Contacts who have agreed to take a reference call
06 Market and Competition Full diligence	Market sizing with sources · Competitive landscape and positioning · Relevant third party research or reports

FOLDER STRUCTURE, PART TWO

07 Product and Technology Full diligence	Product roadmap · Architecture overview · Security and data protection policies · Key third party dependencies · Certifications held
08 Corporate and Legal Full diligence	Certificate of incorporation and articles · Shareholder agreements · Board minutes and resolutions · Any disputes or litigation, disclosed upfront · Regulatory licences where applicable
09 Cap Table and Previous Rounds Full diligence	Fully diluted cap table · Option plan and grants · Previous round documents, convertibles and SAFEs · Term sheet for this round once agreed
10 Intellectual Property Full diligence	IP assignment agreements from founders, employees and contractors · Patents, trademarks and applications · Open source usage summary
11 Team and HR Full diligence	Organisation chart · Founder and leadership bios · Key employment contracts · Hiring plan tied to the use of funds
12 Commercial Contracts Full diligence	Key supplier and partner agreements · Leases · Insurance policies

FINAL CHECKS

- ☐ **Every number matches:** deck, model, management accounts and metrics agree with each other.
- ☐ **Files are named clearly** with the folder number and a date, for example 02 Management Accounts 2026 09.
- ☐ **Nothing sensitive is exposed early:** customer names, salaries and contracts sit in full diligence folders only.
- ☐ **Permissions are set per investor,** with downloads restricted where appropriate.
- ☐ **An index document** at the top lists every folder and what it contains.
- ☐ **Someone owns it:** one person answers investor questions and keeps the room current.
- ☐ **Updates are logged** so investors can see what changed since their last visit.

PAIR IT WITH THE CHECKLIST

The Raise Readiness Checklist covers everything around the data room: story, deck, numbers, targeting and process. Get both at malahidepartners.com/resources.

— MALAHIDE PARTNERS

WE BUILD THE DATA ROOM WITH YOU

Malahide Partners advises technology companies on raising \$1M to \$100M in equity and debt, and on M&A. On every mandate we prepare the materials and data room with you, then run the process with investors across Europe, North America and the GCC.

Clients follow everything in their own portal: the investor pipeline, the data room, weekly reports and every piece of feedback.

If you are raising in the next twelve months, book a call. We will review where you stand and tell you which investors in our network fit.

BOOK A CALL

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