

Investment Memo

Date:

Project contact:

Deal lead:

Due diligence lead:

Deal source:

Project Details

Project Name:

Website:

Summary:

Mission / Vision:

Project Questions	Notes
What is the project?	
What is the industry?	
What is the problem it is solving?	
What is the size of the core team?	
How many users / size of the community?	
What are the achievements to date?	

Core Team

Key Team Members

Name	Role	Discord	Twitter	Linked In

What are the team's super powers?

Team Questions	Yes / No	Notes
Can they ship and build products?		
Are they leaders?		
Do they understand the market?		
Do they understand the customer?		
Do they love to experiment / learn?		
Do they have tenacity, grit, hustle?		
Do they have self-awareness?		
Do they have unwavering conviction?		
Do they have a mission?		

Investment Thesis

Why should we invest?

Position in the market

Organization Growth

Industry Growth & Potential

Tokenomics

Business Model

Key Risks & Concerns

What should we look out for?

Risk:

Solution:

Tech Product & Vision

Product:

Roadmap:

Milestones:

What quantitative progress has been made so far?

What unique insights has the team learned?

Market & Competition

Market / Competition Questions	Notes
What are the macro / market conditions driving this project?	
What is the market / industry context?	

Who are the direct competitors?	
Who have they collaborated with?	
What edge does the project have?	

Tokenomics / Launch Strategy

Budget / runway?

Use of funds?

Future fundraising rounds?

What is the future worth of the token?

Deal Details

Prior round details:

Deal Details	Notes
What kind of deal is available (equity, SAFE, SAFT, convert, debt?)	
Raise amount	
Valuation	
Allocation	
Close date	
Who is the lead investor?	

Next Steps & Decision Conviction

What does the project need to be great / awesome?

How can we add value to this project?

How do we move forward & when?

Decision Conviction Questions	Yes / No	Notes
Do I have unwavering conviction?		
Do I want to be part of this project?		
Can this project be a category creator or leader?		
Is this already great / awesome?		
Do I deeply believe in the founders?		
Is the project's edge / position in the market defensible?		

Pitch Notes

Call date:

Questions:

References