

FUNDRAISING DOCUMENTATION: HOW TO FACILITATE THE TRANSACTION?

FUNDRAISING DOCUMENTATION: HOW TO FACILITATE INVESTOR DECISION-MAKING?

The success of a fundraising round largely depends on the clarity, quality, and thoroughness of the documentation presented to investors. A complete set of documents not only facilitates initial contact but also accelerates investor decision-making and strengthens the company's credibility.

1. FUNDRAISING DOCUMENTATION: CRAFTING A POWERFUL EXECUTIVE SUMMARY

The executive summary is a concise overview of the project, designed to convince in just a few pages. It should include:

- presentation of the product or service;
- the target market and potential;
- the business model;
- the founding team;
- the funding needs.

It acts as a first entry point to capture investor attention.

2. CREATING AN ATTRACTIVE PITCH DECK

The pitch deck is a visual presentation that complements the executive summary and includes key elements such as:

- key figures and financial projections;
- the development roadmap;
- the commercial and marketing strategy;
- competitive advantages.

This document must be clear, dynamic, and convincing within a few minutes. The support of a fundraising lawyer can help ensure proper preparation for this stage.

3. PREPARING A DETAILED BUSINESS PLAN

The business plan provides a comprehensive explanation of the company's strategy and growth projections, including:

- market and competition analysis;
- the operational plan;
- financial forecasts over 3 to 5 years;
- identified assumptions and risks.

The business plan demonstrates the entrepreneur's commitment and the company's viability.

4. BUILDING A COMPLETE AND SECURE DATA ROOM

The data room gathers all legal, financial, and commercial documents required for investor due diligence, such as:

- corporate bylaws, K-bis extracts (company registration certificates), and general meeting minutes;
- key customer and supplier contracts;
- intellectual property (IP) documentation;
- financial reports and any audit reports.

A corporate lawyer can bring valuable expertise to help organize and secure the data room effectively.

5. POLISHING THE PRESENTATION AND ENSURING DOCUMENTATION CONSISTENCY

Fundraising documentation must meet the following standards:

- internal consistency across all documents (figures, descriptions, commitments);
- clarity and professional presentation;
- adaptability to the investor profile being targeted.

A well-prepared and coherent file builds trust and speeds up both negotiations and investment decisions.

During a fundraising round, solid documentation is a key — if not the key — factor for success. It is designed to convince prospective investors. Taking the time to ensure a strong presentation and seeking guidance from a legal expert significantly improves the chances of a successful fundraising operation.

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Jessica Salmon
Avocate collaboratrice
06 58 89 32 57

Alexandra Ménard
Avocate associée
06 59 59 41 97

Caroline Zimbris
Avocate associée
06 20 35 25 92

Lucie Chevalier
Avocate collaboratrice
07 67 33 03 59

9 rue Alfred de Vigny
75008 Paris
+33 6 20 35 25 92

53 Cours Xavier Arnoz
33000 Bordeaux
+33 6 20 35 25 92

803 Av. des Rémouleurs
40150 Hossegor
+33 6 59 59 41 97