

Pre-Launch Equity Crowdfunding Campaign Checklist

Use this comprehensive checklist to ensure you're fully prepared for your equity crowdfunding campaign launch. Check off each item as you complete it.

****1. Business Fundamentals****

- Business plan updated and refined
- Financial projections for the next 3-5 years prepared
- Clear use of funds plan developed
- Valuation determined and justified
- Cap table updated and organized

****2. Legal and Compliance****

- Business entity properly registered
- All necessary licenses and permits obtained
- Intellectual property protected (patents, trademarks, copyrights)
- Terms of offering decided (equity, debt, SAFE, etc.)
- Form C drafted (for Regulation Crowdfunding)
- Legal counsel engaged for compliance review

****3. Team and Advisors****

- Core team members identified and roles defined
- Team bios and headshots prepared
- Advisory board assembled (if applicable)
- Professional headshots taken for all team members

****4. Product/Service****

- Prototype or MVP (Minimum Viable Product) developed
- Product/service unique selling points (USPs) clearly defined
- Competitive analysis completed
- Future product roadmap outlined

****5. Market Research****

- Target market clearly defined
- Market size and growth potential analyzed
- Competitive landscape mapped out
- Customer personas developed

****6. Traction and Validation****

- Current traction metrics compiled (users, revenue, partnerships)
- Customer testimonials or case studies collected
- Letters of intent or purchase orders secured (if applicable)
- Press mentions or media coverage documented

****7. Financial Documents****

- Historical financials prepared (if applicable)
- Financial projections created and validated
- Cash flow statement prepared
- Break-even analysis completed

****8. Pitch Materials****

- Pitch deck created and refined
- Executive summary written

- Elevator pitch practiced and perfected
- FAQ document prepared for potential investors

****9. Video Production****

- Script for pitch video written
- Professional-quality video recorded
- Video edited with graphics and music
- Multiple versions created (full-length, 60-second, 30-second)

****10. Campaign Page****

- Compelling campaign story written
- High-quality images and graphics created
- Team section completed with bios and photos
- Traction and milestones highlighted
- Risks and challenges transparently addressed

****11. Marketing and PR****

- Marketing plan developed
- Press kit prepared
- List of media contacts and influencers compiled
- Social media accounts updated and optimized
- Email list of potential investors and supporters built

****12. Platform Selection****

- Research on different equity crowdfunding platforms completed
- Platform selected based on fit with business and goals
- Platform-specific requirements reviewed and met

- Profile/campaign page on chosen platform set up

****13. Community Building****

- Pre-launch email campaign planned
- Social media content calendar created
- Potential brand ambassadors identified
- Plan for engaging with community during campaign developed

****14. Investor Relations****

- Investor updates template created
- Q&A sessions or webinars planned
- System for managing investor inquiries set up
- Post-campaign communication strategy outlined

****15. Perks and Rewards (if offering)****

- Perks or rewards for different investment levels determined
- Fulfillment plan for perks/rewards created
- Costs of perks/rewards calculated and budgeted

****16. Launch Strategy****

- Soft launch to inner circle planned
- Official launch date set
- Launch day marketing blitz planned
- Team roles for launch day assigned

****17. Due Diligence Preparation****

- Due diligence folder organized with all relevant documents
- Data room set up (if using)
- Team prepared to answer common due diligence questions

****18. Post-Campaign Planning****

- Plan for different funding scenarios (fully funded, overfunded, underfunded)
- Strategy for closing the round prepared
- Post-funding milestones and KPIs defined

****19. Technical Setup****

- Website updated with campaign information
- Analytics tools set up to track campaign performance
- Payment processing system verified (if not handled by platform)

****20. Personal Preparation****

- Personal network informed about upcoming campaign
- Pitch and Q&A responses practiced
- Time blocked out in calendar for campaign management

****Final Steps****

- All team members briefed on their roles during the campaign
- Final review of all materials completed
- Soft launch to close network executed
- Feedback from soft launch incorporated
- All systems go for official launch!

This checklist covers all major aspects of preparing for an equity crowdfunding campaign. It's designed to be comprehensive, ensuring that entrepreneurs have considered and prepared for all crucial elements before launching their campaign.

Entrepreneurs can use this checklist to track their progress, ensure they haven't overlooked any important steps, and enter their campaign launch with confidence. Remember, thorough preparation is key to a successful equity crowdfunding campaign!