

# VC due diligence checklist

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- Customer references
- Management references
- Company financials (historic)
- Financial model (projections)
- Usage and traffic stats
- Cohort and churn analysis
- Capitalization table
- Previous term sheets and stock purchase agreements
- Sales pipeline
- Sales deck and other sales materials
- Product roadmap
- All substantial contracts
- All company formation documents
- Executive team biographies (all key players)
- Hiring plan
- Full team turnover data