

# HOW TO PREPARE AN **INVESTMENT- READY VENTURE PACKAGE**

Go / No-go decision & Investment readiness

## WHERE THIS IS USED

- Venture Studio programs
- Accelerators
- CVC pre-investment transitions
- AI Studio
- Foundry-as-a-Service engagements

## AUDIENCE

- Founding Teams
- Venture Builders
- CEOs
- CFOs
- Executive Sponsors preparing ventures for investment committee

## PHASE

Phase Two: Validation & Design → Investment Readiness (End of Phase Two, Weeks 10–12)

# EXECUTIVE SUMMARY

An investment-ready venture package is the complete, organized presentation of everything a venture has produced in Phase Two. It is designed to give an investment committee, corporate board, or strategic partner everything they need to make a funding decision.

This guide ensures that the work product from all 11 preceding guides is assembled into a coherent, compelling, and credible investment package — including the pitch deck, financial model, evidence appendix, and executive summary. This is the final deliverable of Phase Two.



# THE CORE PROBLEM

## Why Ventures Fail at the Investment Stage Despite Good Work

- Teams produce excellent validation work but package it poorly – the quality of the evidence is invisible in the presentation.
- Pitch decks are narrative-heavy and evidence-light. Investors see excitement, not proof.
- Financial models are not connected to the validation evidence – projections appear fabricated.
- The executive summary buries the conclusion. Investors don't know within 2 minutes why they should care.
- Teams present risk as an absence of certainty rather than as a managed, acknowledged variable.
- The package does not align with the specific concerns of the recipient (corporate board vs. external VC vs. strategic partner).



# PREREQUISITES

- All Phase Two deliverables completed: Customer Insight Report, Problem-Solution Fit Assessment, MVP Spec, Prototype Validation Report, Business Model Health Report, Financial Projections, GTM Strategy
- Phase Gate Decision record showing 'Go' or 'Conditional Go' from Guide D1
- A clear understanding of who the package is for: internal investment committee, external VC, corporate sponsor, or strategic partner
- A presentation tool: PowerPoint, Keynote, or Google Slides for the pitch deck



# EXPECTED OUTPUT/ SUCCESS CRITERIA

## You Have Succeeded When:



A 12-slide Pitch Deck exists covering all investment dimensions in order



A 1-page Executive Summary that conveys the investment case in under 2 minutes of reading



The package reviewed by an external party (mentor, advisor, or peer team) who has not been involved in Phase Two



A 3-tab Financial Model attached and independently navigable without explanation



An Evidence Appendix with direct links or references to all Phase Two validation work



The venture team can answer any question in the investment package without returning to source documents



# STEP-BY-STEP INSTRUCTIONS

## STEP 1

### WRITE THE 1-PAGE EXECUTIVE SUMMARY FIRST

1.1

Always start with the executive summary, not the pitch deck. The discipline of writing it first forces clarity. Structure the executive summary in 6 short paragraphs:

PARAGRAPH	CONTENT
1. The Problem	One sentence: what problem, for whom, and why it matters now
2. The Solution	One sentence: what your venture does and the core mechanism
3. The Evidence	Three data points: interviews completed, willingness-to-pay signal, prototype validation result
4. The Market	SAM and SOM with your capture assumptions for Years 1-3
5. The Business Model	Revenue model type, ARPU, LTV:CAC ratio, break-even timeline
6. The Ask	Capital required, use of funds, and the milestone it unlocks

1.2

Once drafted, have someone outside the venture team read the executive summary without context. They should be able to state the investment case in one sentence. If they cannot, revise before proceeding to Step 2.



## STEP 2 BUILD THE 12-SLIDE PITCH DECK

2.1

Use this slide structure. Every claim must reference the evidence in the appendix:

SLIDE	CONTENT
1. Cover	Venture name, one-line description, date
2. The Problem	Pain, who has it, why now – use customer quote as the headline
3. Our Solution	What it does in 3 steps – reference prototype screenshots if available
4. Validation Evidence	Interview count, Demand Signal Score, prototype task completion rate, willingness-to-pay range
5. Market Size	TAM / SAM / SOM with sources – bottom-up approach preferred
6. Business Model	Revenue model, pricing, and a worked unit economics example
7. Go-To-Market	Customer Zero, 1-10-100 channel plan, and 12-month milestone map
8. Financial Projections	3-year ARR graph, break-even timeline, 3 scenarios – base, pessimistic, optimistic
9. The Team	Founding team with relevant experience. Be specific about what each person built or led.
10. Current Status	What exists today: prototype, LOIs, pilot agreements, signed customers
11. The Ask	Capital required, tranche structure, use of funds, and key milestones it unlocks
12. Risks & Mitigations	Top 3 risks with mitigation strategies – proactive risk disclosure builds credibility



## STEP 3 USE AI TO STRENGTHEN THE DECK

3.1 Paste each slide's content into your AI tool with this prompt:

### AI REVIEW PROMPT

"Review this investment pitch deck slide. Act as a skeptical investment committee member. Identify: (1) Claims that are not supported by evidence, (2) Logical gaps between the problem and the solution, (3) Financial assumptions that appear unrealistic, (4) What the 3 hardest questions an investor would ask are, and what the best answers to those questions are."

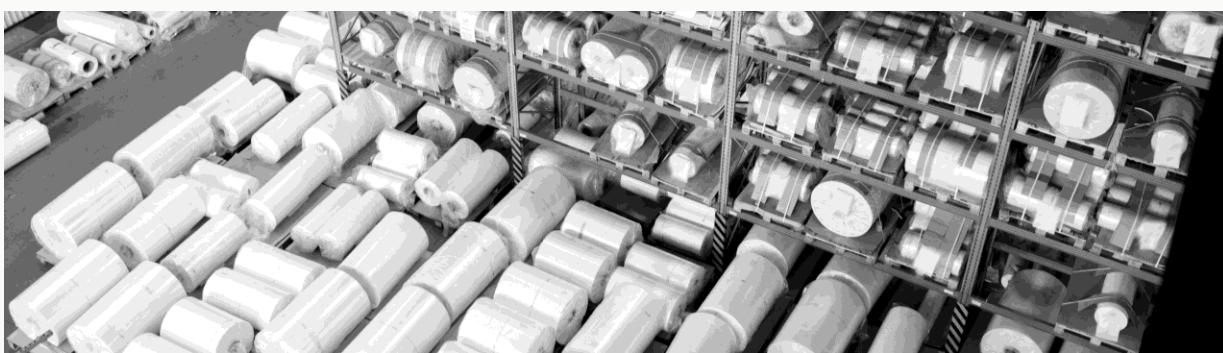
3.2 Address every identified gap before submitting the package to the investment committee.

## STEP 4 COMPILE THE EVIDENCE APPENDIX

4.1 Create an appendix document that contains or references every Phase Two deliverable:

- Interview log with interview count, segment breakdown, and date range
- Top 10 customer verbatim quotes supporting the core pain point
- Problem-Solution Fit Assessment (from Guide A2)
- Prototype Validation Report with task completion rates (from Guide B2)
- Unit economics table with all inputs and sources (from Guide C1)
- Full financial model with all 3 scenarios (from Guide C2)
- Phase Gate Decision Record (from Guide D1)

4.2 The appendix does not need to be presented but must be available for questions.



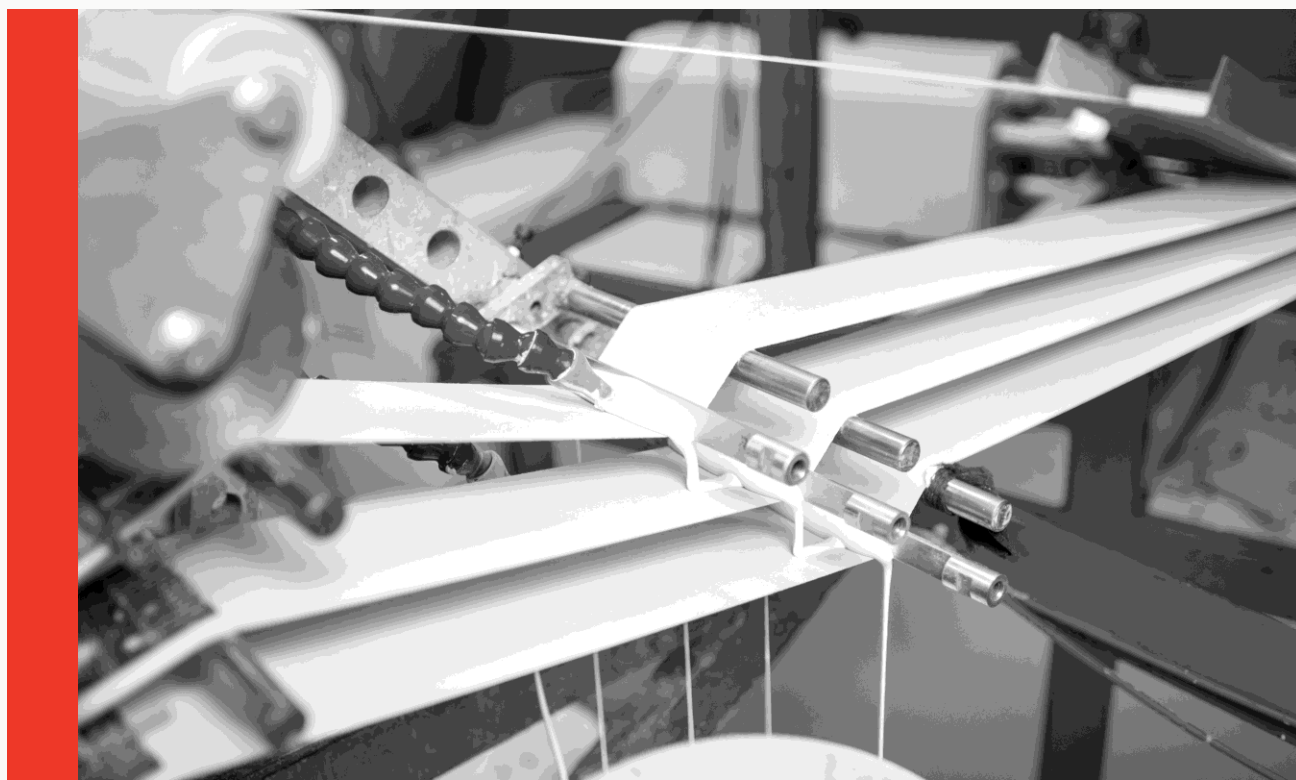
**STEP 5** RUN AN EXTERNAL REVIEW

- 5.1 Share the complete package with someone who has not been involved in Phase Two. This could be a TURN8 mentor, an external advisor, or a peer team from a different venture.
- 5.2 Ask them to answer 3 questions after reading: (1) What is this venture? (2) Why should someone invest? (3) What would stop you from investing?
- 5.3 If they cannot answer Questions 1 and 2 correctly without asking clarifying questions, the package needs revision.
- 5.4 Incorporate all feedback before the investment committee presentation.



# TROUBLESHOOTING

ISSUE	LIKELY CAUSE	FIX
Investment committee asks questions not in the deck	Package is incomplete or lacks depth on key dimensions	Use Questions Asked as feedback: add missing content to the deck and address it explicitly in the next version.
Financial projections are challenged as unrealistic	Projections are top-down, not bottom-up	Replace with bottom-up model from Guide C2. Show the exact number of customers assumed per month in Year 1.
'We need more validation before we can decide'	Evidence is presented but not organized to answer the committee's specific concerns	Ask the committee: 'What specific evidence would give you the confidence to approve?' Then produce that evidence.



# VALIDATION STEPS

Can an external reviewer state the investment case in 2 sentences without being briefed?



Is every claim in the pitch deck traceable to a specific piece of Phase Two evidence in the appendix?



Has the AI review identified and have you addressed all unsupported claims?



Has the investment package been reviewed by at least one external party?



# NEXT STEPS



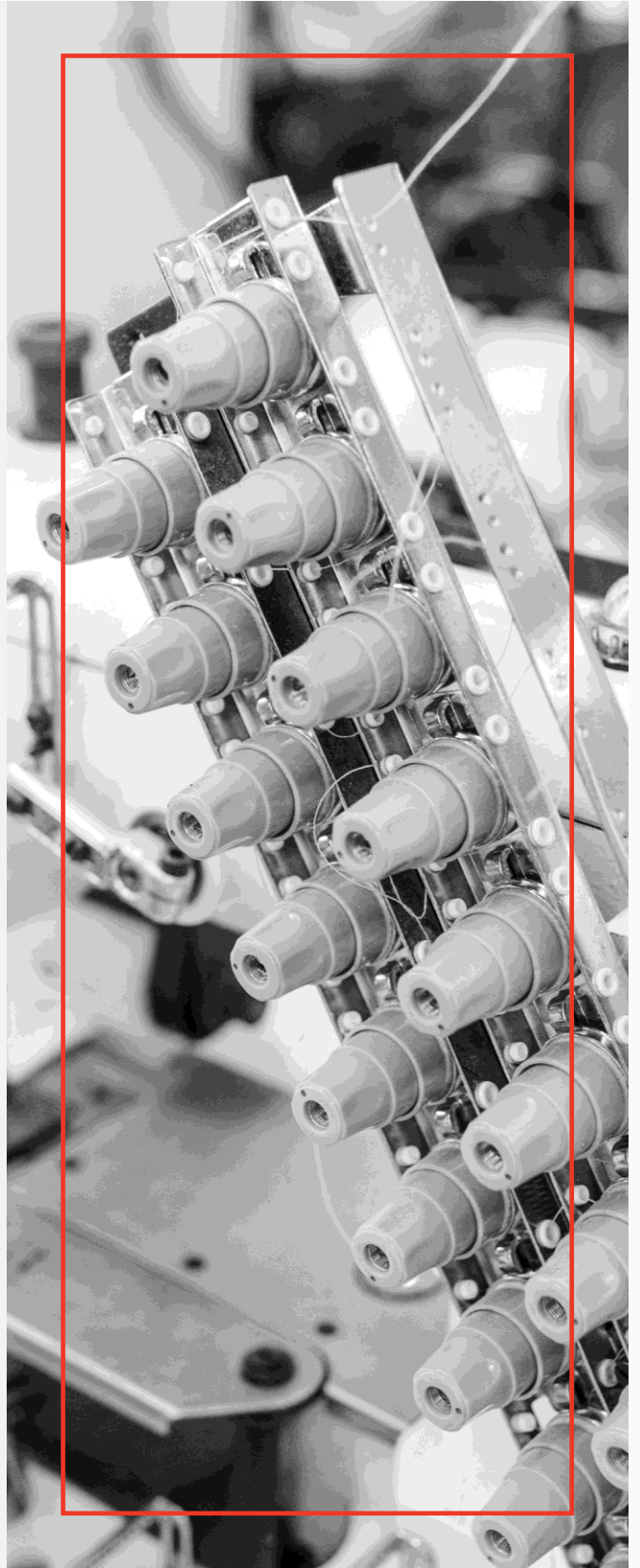
Present to the investment committee. Bring the evidence appendix but do not present it unless asked.



Following a successful investment decision, proceed to Phase Three: Build and Launch.



Retain the full Phase Two package – it becomes the baseline for Phase Three milestone tracking.



# CHECKLIST

## EXECUTIVE SUMMARY

- 1-page Executive Summary written first – before the pitch deck
- All 6 paragraphs present: Problem, Solution, Evidence (3 data points), Market, Business Model, and The Ask
- The investment case is clear within 2 minutes of reading without any verbal explanation required

## PITCH DECK – CONTENT

- Slide 1 Cover: venture name, one-line description, date
- Slide 2 Problem: pain, who has it, why now – customer verbatim quote used as the slide headline
- Slide 3 Solution: what it does in 3 steps – prototype screenshots included if available
- Slide 4 Validation Evidence: interview count, Demand Signal Score, task completion rate, WTP range – all sourced from Phase Two work
- Slide 5 Market Size: TAM/SAM/SOM with named sources – bottom-up approach preferred over top-down percentages
- Slide 6 Business Model: revenue model type, pricing, and a worked unit economics example (LTV:CAC shown)
- Slide 7 Go-To-Market: Customer Zero, 1-10-100 channel plan, and 12-month milestone map
- Slide 8 Financial Projections: 3-year ARR graph, break-even month, all 3 scenarios shown
- Slide 9 Team: founding team with specific prior builds or leadership roles – not just titles
- Slide 10 Current Status: what exists today – prototype, LOIs, pilot agreements, or signed customers
- Slide 11 The Ask: capital required, tranche structure, use of funds, and key milestone each tranche unlocks
- Slide 12 Risks and Mitigations: top 3 risks with mitigation strategies – disclosed proactively



## QUALITY ASSURANCE

- Every claim in the deck traced to a specific piece of Phase Two evidence in the appendix
- AI stress-test review completed on all 12 slides: unsupported claims, logical gaps, unrealistic financials flagged
- All AI-identified gaps addressed before submission to investment committee
- Financial model attached as a separate 3-tab file: Summary Dashboard, Revenue Model, Cost Model
- Bottom-up revenue model confirmed – no top-down market percentage projections accepted

## EVIDENCE APPENDIX

- Interview log included: interview count, segment breakdown, and date range
- Top 10 customer verbatim quotes supporting the core pain point included
- Problem-Solution Fit Assessment from Guide A2 referenced
- Prototype Validation Report with task completion rates from Guide B2 referenced
- Unit economics table with all inputs and sources from Guide C1 referenced
- Full 3-scenario financial model from Guide C2 attached
- Phase Gate Decision Record from Guide D1 included

## EXTERNAL REVIEW & FINAL SUBMISSION

- Package reviewed by at least one external party who has not been involved in Phase Two
- External reviewer can state the investment case in 2 sentences without being briefed
- All external feedback incorporated into the final version
- Investment committee presentation scheduled
- Venture team can answer any question in the package without returning to source documents
- Phase Two complete – all 12 guide deliverables archived and accessible

