

2026 EDITION

The 2026 Investor Data Room Starter Kit

75-Point Checklist + Folder Structure + Security Guide for
Startup Fundraising

Everything you need to organize your investor data room before diligence
starts.

INVESTOR DATA ROOM

- | | |
|---------------|------------------|
| 01 Company | 02 Fundraising |
| 03 Financials | 04 Product |
| 05 Customers | 06 Legal |
| 07 Team | 08 IP |
| 09 Security | 10 Due Diligence |

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START HERE

Your investor asked for the data room. Now what?



Fundraising often starts with one document: the pitch deck.

Then the questions begin.

Suddenly your fundraising process has turned into dozens of files spread across email, cloud drives, team messages, and different versions of the same spreadsheet.

A good investor data room fixes that. This guide gives you a practical starting point for organizing your fundraising documents before serious due diligence begins.

COMMON FOLLOW-UP REQUESTS

- 1 Financial model
- 2 Cap table
- 3 Customer concentration
- 4 Incorporation documents
- 5 IP, contracts and security

THE GOAL

Give the right investor the right information at the right stage - without turning fundraising into document chaos.

Start simple.

Your data room should become deeper as investor interest becomes deeper. You do not need every document on day one.

If you only have 30 minutes, do these 6 things

A smaller organized room is better than a huge messy one.

1

Create your core folder structure

Start with the ten folders included in this guide.

2

Add your latest pitch deck

Remove outdated versions and make the active deck obvious.

3

Add your financial model

Make sure another person can understand the assumptions.

4

Add your cap table

Use the latest approved version.

5

Add essential company documents

Start with incorporation, ownership and key agreements.

6

Review access before sharing

Check who can view, download, forward or retain sensitive material.

Start simple.

Your data room should become deeper as investor interest becomes deeper.

BEFORE YOU COPY THE LINK



Investor verified



NDA accepted



Downloads disabled



Expires in 7 days

Recommended Investor Data Room Folder Structure

INVESTOR DATA ROOM

- 01 Company
- 02 Fundraising
- 03 Financials
- 04 Product
- 05 Customers & Revenue
- 06 Legal
- 07 Team
- 08 Intellectual Property
- 09 Security & Technology
- 10 Due Diligence

Why number the folders?

RECOMMENDED NAMES

- 01_Company
- 02_Fundraising
- 03_Financials
- 04_Product
- 05_Customers-Revenue
- 06_Legal
- 07_Team
- 08_IP
- 09_Security-Technology
- 10_Due-Diligence

PRACTICAL RULE

Do not create empty folders just to look complete. Add depth when an investor asks or when diligence becomes serious.

FOLDER HYGIENE

- ☐ One owner
- ☐ One active version
- ☐ One clear date
- ☐ No unexplained duplicates

PUT THIS INTO PRACTICE WITH SENDNOW

Turn the folder plan into a shareable room.

Organize fundraising files, then control access from one SendNow link.

Create your data room ->

Company + Fundraising

Use this as a starting point. Your company may need more, less or different material.

01 COMPANY

- ☐ **CORE** Company overview
- ☐ **CORE** Current company presentation
- ☐ **CORE** Certificate / articles of incorporation
- ☐ **CORE** Corporate structure overview
- ☐ **WHEN REQUESTED** Subsidiary information
- ☐ **CORE** Current ownership summary
- ☐ **WHEN REQUESTED** Board structure and key milestones

Keep company facts consistent across the deck, cap table, legal documents and model.

02 FUNDRAISING

- ☐ **CORE** Latest pitch deck
- ☐ **CORE** Fundraising summary and current round details
- ☐ **CORE** Target raise
- ☐ **CORE** Use of funds
- ☐ **WHEN REQUESTED** Previous fundraising history
- ☐ **WHEN REQUESTED** Current investor pipeline, where appropriate
- ☐ **LATER-STAGE** Term sheet, when applicable
- ☐ **CORE** Investor FAQ / common questions

Keep one active deck visible. Archive old versions outside the live room.

Financials

Use this as a starting point. Your company may need more, less or different material.

03 FINANCIALS / A

- ☐ **CORE** Financial model
- ☐ **CORE** Historical P&L;
- ☐ **WHEN REQUESTED** Balance sheet, where applicable
- ☐ **CORE** Cash-flow information
- ☐ **CORE** Revenue breakdown
- ☐ **CORE** Expense breakdown

03 FINANCIALS / B

- ☐ **CORE** Burn rate and runway
- ☐ **CORE** Forecast
- ☐ **CORE** Unit economics and revenue assumptions
- ☐ **WHEN REQUESTED** Major liabilities and debt information
- ☐ **LATER-STAGE** Tax-related documents

Make assumptions readable. An unexplained forecast creates more questions than confidence.

MAKE ASSUMPTIONS READABLE

A reviewer should understand where the forecast comes from without reverse-engineering the model.

Product + Customers & Revenue

Use this as a starting point. Your company may need more, less or different material.

04 PRODUCT

- ☐ **CORE** Product overview
- ☐ **CORE** Product roadmap
- ☐ **CORE** Product screenshots / demo information
- ☐ **CORE** Key product metrics
- ☐ **WHEN REQUESTED** Technical overview
- ☐ **LATER-STAGE** Architecture and major dependencies
- ☐ **WHEN REQUESTED** Product documentation, where relevant

05 CUSTOMERS & REVENUE

- ☐ **CORE** Customer overview
- ☐ **CORE** Customer concentration
- ☐ **WHEN REQUESTED** Revenue by customer, where appropriate
- ☐ **WHEN REQUESTED** Revenue by geography / product
- ☐ **CORE** Retention and churn data
- ☐ **WHEN REQUESTED** Cohort analysis, where applicable
- ☐ **CORE** Pipeline overview
- ☐ **LATER-STAGE** Major contracts or approved case studies

Do not expose confidential customer information unless you have the right to share it.

Legal

Use this as a starting point. Your company may need more, less or different material.

06 LEGAL / A

- ☐ **CORE** Incorporation documents
- ☐ **CORE** Shareholder agreements
- ☐ **WHEN REQUESTED** Financing agreements
- ☐ **LATER-STAGE** Material contracts
- ☐ **WHEN REQUESTED** Partnership and major vendor agreements

06 LEGAL / B

- ☐ **LATER-STAGE** Litigation disclosure, where applicable
- ☐ **WHEN REQUESTED** Insurance documents
- ☐ **LATER-STAGE** Regulatory information, where applicable
- ☐ **CORE** Privacy policy and terms of service

Ask your legal adviser what should be shared and at what stage.

SHARE DELIBERATELY

Privilege, confidentiality and disclosure obligations may apply to legal material.

Team + Intellectual Property

Use this as a starting point. Your company may need more, less or different material.

07 TEAM

- ☐ **CORE** Founders and leadership team
- ☐ **CORE** Organization chart
- ☐ **CORE** Current headcount
- ☐ **WHEN REQUESTED** Hiring plan
- ☐ **LATER-STAGE** Key employment agreements / option plan information
- ☐ **WHEN REQUESTED** Advisor information

08 INTELLECTUAL PROPERTY

- ☐ **WHEN REQUESTED** Trademark and patent summary, where applicable
- ☐ **CORE** IP ownership documentation
- ☐ **CORE** Founder and employee IP assignments
- ☐ **WHEN REQUESTED** Contractor IP agreements
- ☐ **WHEN REQUESTED** Licensing agreements
- ☐ **LATER-STAGE** Open-source dependency information

Security + Additional Due Diligence

Use this as a starting point. Your company may need more, less or different material.

09 SECURITY & TECHNOLOGY

- ☐ WHEN REQUESTED Security and infrastructure overview
- ☐ WHEN REQUESTED Data handling overview
- ☐ LATER-STAGE Access-control policies
- ☐ LATER-STAGE Business continuity information
- ☐ LATER-STAGE Approved security assessments / actual certifications
- ☐ LATER-STAGE Incident-response documentation

Only include certifications or assessments your company actually has and is approved to disclose.

10 ADDITIONAL DUE DILIGENCE

- ☐ CORE Competitive landscape
- ☐ CORE Market research
- ☐ LATER-STAGE Board materials, when appropriate
- ☐ WHEN REQUESTED Strategic partnerships
- ☐ WHEN REQUESTED Supplier information
- ☐ CORE Operational metrics
- ☐ LATER-STAGE Regulatory material and additional investor requests

Your data room should not contain everything

Sensitive does not mean automatically shareable.

Avoid sharing casually

- Passwords, private keys or raw credentials
- API secrets
- Employee personal information
- Unnecessary customer PII
- Payment-card information
- Banking credentials
- Irrelevant internal chat exports
- Highly sensitive source code
- Privileged legal communications without approval
- Health information without appropriate systems and review

Ask before sharing

- Detailed customer contracts
- Employee agreements
- Litigation documents
- Board minutes
- Highly sensitive IP
- Regulatory submissions
- Personal information
- Security-testing reports

PAUSE BEFORE YOU UPLOAD

"Investor requested it" does not mean "upload it immediately."

When necessary, check with your legal, financial, security or privacy adviser before disclosure.

Do not open the entire data room on the first call

Access should become deeper as the relationship becomes deeper.

01

Initial interest

- Pitch deck
- Product overview
- High-level metrics
- Basic fundraising information

Goal: Help the investor decide whether another conversation makes sense.

02

Serious interest

- Financial model
- Cap table
- Revenue information
- Roadmap and selected customer information

Goal: Help the investor validate the business.

03

Due diligence

- Legal and contracts
- IP
- Detailed financials
- Security, team and requested documents

Goal: Support deeper verification before a decision.

DEEPER RELATIONSHIP

DEEPER ACCESS



This is a useful model, not a rigid rule.

The exact timing depends on the investor, the round, the company and advice from your team.

Before you share the data room, check these 15 things

☐ Do I know who has access?

☐ Is viewer identity verified where necessary?

☐ Are sensitive documents protected appropriately?

☐ Should downloads be allowed?

☐ Does this link need an expiration date?

☐ Should the recipient sign an NDA first?

☐ Should confidential files be watermarked?

☐ Can access be revoked later?

☐ Are outdated documents removed?

☐ Are file names clear?

☐ Is the latest version obvious?

☐ Have private details been removed where possible?

☐ Have legal / security teams approved sensitive disclosures?

☐ Can I review activity after sharing?

☐ Have I tested the recipient experience myself?

Test it yourself.

Open the room as if you were the investor before sending it.

Protect it with SendNow ->

Stop calling files FINAL_FINAL_v7.pdf

Clear names reduce accidental version confusion.

Avoid

✗ deckfinal2.pdf

✗ numbers-new.xlsx

✗ cap-table-FINAL-final.xlsx

✗ document(17).pdf

Use

☑ Acme_Investor_Deck_2026-08.pdf

☑ Acme_Financial_Model_2026-08.xlsx

☑ Acme_Cap_Table_2026-08.xlsx

☑ Acme_Product_Roadmap_2026-H2.pdf

☑ Acme_Customer_Metrics_2026-Q2.pdf

RECOMMENDED FORMAT

Company_Document_Date

Use dates that sort naturally: YYYY-MM, YYYY-Q2 or YYYY-H2.

Three final rules

- 1 Archive old versions outside the live room.
- 2 Add a date before you add the word final.
- 3 Use the same company name and capitalization everywhere.

How ready is your data room?

Score each category from 0 to 10, then add the total.

CATEGORY	SCORE / 10
Company	
Fundraising	
Financials	
Product	
Customers	
Legal	
Team	
IP	
Security	
Organization	
TOTAL	/ 100

0-30

Not Ready

Important core documents are still missing.

31-60

Early

Enough for initial conversations, but meaningful gaps remain.

61-80

Investor Ready

Core information is organized for serious review.

81-100

Diligence Ready

Structured, current, controlled and prepared for deeper review.

IMPORTANT

This is an educational organizational score. It is not a guarantee of investment, legal readiness, financial accuracy, compliance or security. Use professional advice when needed.

Before you send the link

One last pass catches the most avoidable mistakes.

☐ Correct investor

☐ Correct room

☐ Correct permissions

☐ Correct deck version

☐ Financial model updated

☐ Cap table updated

☐ Broken links checked

☐ Downloads reviewed

☐ Expiry reviewed

☐ NDA settings reviewed

☐ Sensitive information checked

☐ Mobile viewing tested

☐ Desktop viewing tested

☐ File names cleaned

☐ One clear point of contact included

READY?

Then send it.

Share securely with SendNow ->

Investor Data Room - One Page Checklist

Print this page and keep it beside your working folder.

01 Company

- ☐ Overview
- ☐ Ownership
- ☐ Incorporation
- ☐ Structure

02 Fundraising

- ☐ Latest deck
- ☐ Target raise
- ☐ Round
- ☐ Use of funds

03 Financials

- ☐ Model
- ☐ Cash flow
- ☐ P&L
- ☐ Burn + runway

04 Product

- ☐ Overview
- ☐ Metrics
- ☐ Roadmap
- ☐ Demo

05 Customers

- ☐ Overview
- ☐ Retention
- ☐ Concentration
- ☐ Pipeline

06 Legal

- ☐ Corporate docs
- ☐ Contracts
- ☐ Agreements
- ☐ Policies

07 Team

- ☐ Founders
- ☐ Headcount
- ☐ Org chart
- ☐ Hiring plan

08 IP

- ☐ Ownership
- ☐ Licences
- ☐ Assignments
- ☐ Dependencies

09 Security

- ☐ Overview
- ☐ Access
- ☐ Data handling
- ☐ Continuity

10 Due Diligence

- ☐ Competition
- ☐ Operations
- ☐ Market
- ☐ Requests

Once the data room is ready, you still need to share it

Organizing the files is only half the job.

? Who can access?

? Should downloads be allowed?

? Should access expire?

? Does the investor need an NDA?

? Was the deck opened?

? Which pages received attention?

SendNow helps founders share fundraising documents using tracked links and branded data rooms with document analytics and access controls. Use it for one pitch deck or a fuller fundraising room as diligence progresses.

EXAMPLE ANALYTICS / FICTIONAL DATA

Sarah - Investor

Opened 10:42 AM

Pages viewed 18 / 22

Time spent 8m 14s

Returned 2x

EXAMPLE ACCESS SETTINGS

☒ Investor verified

☒ NDA accepted

☒ Downloads disabled

☒ Expires in 7 days

Create your investor data room

Start with SendNow ->

Explore the fundraising data room checklist ->

Features and plan availability can vary. Check sendnow.live/pricing for current details.



ABOUT SENDNOW

Built for founders who are tired of blind document sharing

SendNow helps founders and financial professionals share important documents through controlled links and branded data rooms. See when documents are opened, understand page-level engagement, and apply access controls when information becomes sensitive.

DOCUMENT SIGNALS + ACCESS CONTROLS

- Tracked document links
- Page-level engagement
- Return visits
- Email verification
- Expiry and download controls
- NDA gates and watermarks



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My Data Room Notes

Use this page during preparation or investor follow-up.

MISSING DOCUMENTS

NEED TO UPDATE

NEED APPROVAL FROM

INVESTOR REQUESTS

BEFORE SHARING
