

# RED PLANET VENTURES

## Startup Collateral Checklist

Startups now come with an Instructions Manual. We take you through a 3-month program to assemble all the pieces you will need to create a viable product, sales engine and capital-raise.

### PRODUCT

- ✔ Product descriptive video
- ✔ Operations Guide

### MARKET CREDIBILITY

- ✔ Logo and Brand
- ✔ Clean, modern website
- ✔ Founders' Mission Video

### INBOUND MARKETING STRATEGY

- ✔ Thought leadership activities (i.e. podcast)
- ✔ Blog / SEO / Backlinks

### HUNT FOR CUSTOMERS

- ✔ CRM with 50+ sales targets prioritized
- ✔ One-page sales teaser pdf

### DEMONSTRATE VALUE PROPOSITION

- ✔ Full customer pitchdeck
- ✔ Clear pricing structure
- ✔ User FAQ

### RAISE CAPITAL

- ✔ One-page investor teaser pdf
- ✔ Financial model
- ✔ Data room

### SCALE THE COMPANY

- ✔ Time Reporting and Analytics
- ✔ Hiring strategy and process
- ✔ Centralized business data collection

### NEED SOME HELP?

We do 25-minute free consultations on Monday and Friday mornings to help triage your current situation and recommend a plan of action, visit [redplanetventures.co](http://redplanetventures.co).