

Reg-CF Checklist

✓ Use this checklist to get ready for launch

Recommended For Success

- Investor list
- Investor presentation
- Pitch video and video transcription
- Perk package details (Description, Image, Cost, # Available)
- "Invest" page on company website
- CRM software
- Email software

If Applicable

- CPA service contract
- Marketing agency service contract
- Proof of insurance product

Required

- Attorney retainer agreement, *recommended to have specialization in securities law*
- Corporate Documents
 - Formation document
 - Governance document
 - Proof of Tax ID
 - Shareholder agreement
- Business Plan
- Capitalization Table
- Financial Statements in GAAP format
 - Income Statement
 - Balance Sheet
 - Statement of Cash Flows
 - Statement of Owners Equity
 - Footnotes
- Beneficial Owner information (Name, Address, SSN, Photo ID)
- Director and Officer information (Name, Title, Three-Year Employment History, Address, Photo ID)
- Number of employees: _____
- Amount of existing debt: _____
- Any Prior Offerings? (Y/N) If yes, what exemption was used? _____
- Type of security to be sold: _____
- Offering Minimum goal amount: \$ _____
- Offering Maximum goal amount: \$ _____
- Use of Proceeds description
 - For Minimum goal amount: _____
 - For Maximum goal amount: _____
- Completed Form C, drafted by attorney
- Corporate bank account and routing number
- Company logo
- Company brand colors
- Web browser favicon
- Elevator pitch
- Campaign page body text & images
- Campaign page meta data (Image, Title, Description)