TriColour Venture Fund – A Short Guide

Founder-Led Investors Memo

A Founder-Led Investment Memo is your opportunity to tell the most compelling and convincing story of your business through your founder/cofounder lens, vision, and strategic intent. At its best, the memo combines strong narrative with rigorous substance: a persuasive story grounded in facts, data, and research that gives the investment committee absolute confidence in both the business and the founder's/cofounder's ability to execute. The more detail you include, the better.

What Do We Look For?

Of course, we want it to be unique to you. Your own exclusive story, but if you are looking for inspiration, here are some examples from our friends at Bessemer Venture Partners:

https://www.bvp.com/memos

What Should I Include?

Every memo should have the following contact information (failure to include this info may result in removal of your application):

- ✓ Company name
- ✓ Founder/Cofounder primary contact name and title
- ✓ Email and phone number
- ✓ Headquarters/location
- ✓ Website and social media links

Here is an illustrative list to guide your thinking. The more depth and breadth of discussion, the better it is for the investment committee.

- ✓ Company overview and mission
- ✓ Problem being solved
- ✓ Market opportunity and size
- ✓ Product or solution
- ✓ Business model
- ✓ Traction and key metrics
- ✓ Competitive landscape and differentiation
- ✓ Go-to-market strategy
- ✓ Team and founder advantage
- ✓ Revenue to date, financial outlook and growth plan
- ✓ Funding ask and use of proceeds
- ✓ Investment to Date
- ✓ Supporting facts, data, and research

Some Best Practices:

- ✓ Write in prose: avoid bullet-point lists; use narrative paragraphs.
- ✓ Be data-driven: Back every single claim with a metric, secondary research studies, or primary research.
- ✓ Keep it clear, concise, and compelling
- ✓ Stay objective: Write with a neutral, analytical tone, not a sales pitch.