

## STEP 5: Build an Investment Proposal

### Action Items

#### Checklist

<i>Have you...</i>	Status?	Target Date?	Responsibility?
assigned an Editor-in-Chief to take charge of the overall production and quality of the proposal?			
assigned your most knowledgeable team members to prepare the appropriate key components of the proposal?			
considered how you will gain and keep investors' attention with your proposal?			
thought about how you can draw on the written company information you already have to build your investment proposal?			
prepared an executive summary that provides a compelling, attractive snapshot of the rest of your proposal?			
included the key components that a successful investment proposal should have?			
ensured the proposal is written in attractive, straightforward language?			
paid attention to the details of appearance and presentation that will make your proposal look like a highly professional effort?			