



Venture Capital / Equity Readiness Scorecard

This checklist reflects the priorities of venture capitalists, distilled into one practical tool for founders seeking funding. It reflects what top-tier VCs consistently look for: an urgent need, a limitless profit ceiling, a bankable management team, a credible go-to-market strategy, and a massive market that the company can dominate.

Score: 1 = Almost None; 2 = Weak; 3 = Average; 4 = Strong; 5 = Exceptional

Category	Dimension	Meaning	Score
Market & Problem Fit	Problem-Solution Fit	Is the offering a "must have"? Is the product much better than the state of the art?	
	Market Size and Reach	Is the addressable market large enough (typically \geq €1B)?	
	Problem Command	Do the founders demonstrate command of the market need they are addressing?	
Product Traction	Traction	Do you have paying customers? If not, can you demonstrate intent to buy?	
	Customer Discovery	How much discussion have the founders had with actual and prospective customers?	
	Sales Capability	Are the founders willing and capable sellers of their company's offering?	
	Competitive Moat	What prevents a competitor from duplicating your offering?	
Firm Economics	AI Leverage	Is artificial intelligence central to delivering superior customer experience or reducing cost?	
	Profit	Are you producing $> 80\%$ gross margin or heading that way?	
	Command of Business Model	Do you understand and track CAC, LTV, payback period, net retention, and the Rule of 40	
	Exit Strategy	Is there a clear, believable exit strategy, along with a timeline to accomplish it?	
	Funding Needs	Is the path to additional funding clear? Is contingency funding available if needed?	
Operational Credibility	Go to Market Strategy	Do you have a credible, detailed, and validated go-to-market strategy?	
	Detail Orientation	Do you have a detailed financial model that captures the company's business model?	
	Analytics Focus	Are the founders measuring and tracking firm and individual performance quantitatively?	
	Scalability	Is your business model scalable (targeting \geq €1M revenue per FTE at maturity)?	
Management Team	Gravitas	Are there brand-name people on your management team, board, or in your investor group?	
	Equity Participation	Does the company have an equity participation plan in place to retain key employees?	
	Track Record	Has at least one founder or senior leader successfully scaled a company or product before?	
	Skillset	Is the team skilled in technical development, sales, finance, and storytelling?	
			TOTAL

How to Interpret Your Score

While no scorecard can reliably predict whether you will raise funding for your company, this can help you systematically assess your company through investors' eyes, proactively address weaknesses that could lower your valuation, and prepare you to answer tough questions.

Use your score to guide your next steps and talking points when speaking with potential investors.

Want expert help to improve your readiness? Contact us at www.HighScoreStrategies.com.