

FINANCING READINESS CHECKLIST

by PurlInsights, LLC

WHY DO YOU NEED THIS CHECKLIST?

Raising capital without a clear plan and structure can mean:

- ✗ Pitching before the story is clear
- ✗ Financials that don't hold up under scrutiny
- ✗ Unclear funding ask or use of funds
- ✗ Messy cap table or missing documentation
- ✗ Talking to the wrong investors at the wrong time

Investors expect founders to be ready:

- ✓ Clear strategy and narrative
- ✓ Defensible financial model
- ✓ Evidence of traction or validation
- ✓ Clean structure and cap table
- ✓ A focused fundraising plan

A Checklist Turns Fundraising From Guesswork Into Process.

Know what's ready. Identify what's missing. Fix gaps before they cost you time, credibility, or capital

Fundraising is hard enough. Don't wing the basics.

1. STRATEGY AND STORYTELLING

If you can't explain the business clearly, investors won't fund it.

- I can clearly explain **what problem we solve** in one sentence
- Our solution is **meaningfully differentiated** from competitors
- We have a compelling **founder story** and “why now” narrative
- I can explain **how we make money** today simply and confidently and how this will change in the future
- I know what **stage of funding** we should be raising (pre-seed, seed, Series A, etc.)
- I know **how much capital we actually need** – and can show the detailed calculations behind why

2. FINANCIAL MODEL & METRICS

Investors don't need perfect numbers – they need believable ones.

- We have a **clear financial model** (12–36 months minimum)
- Assumptions are **realistic and defensible**
- Revenue drivers are clearly defined
- Major cost drivers are identified
- We know our **burn rate and runway**
- We track key metrics (CAC, LTV, gross margin, churn, etc.)
- I can explain how funding extends runway and drives growth

3. PITCH DECK ESSENTIALS

Your deck should bring together the story and financials in an easy, digestible manner

- Clear statements of the problem and solution. And WHY NOW
- Market size is realistic (no inflated TAM). TAM slide breaks down into SOM and immediately relevant wedge of the market Is this market growing? Growth CAGRs are essential
- Business model slide is simple and credible AND ties back to the model
- Traction metrics are highlighted (even if early) and go-to-market strategy is clear
- Competitive landscape is honest. You can't have NO competition
- Team slide shows why *this* team can win
- Funding ask and use of funds are explicit

4. TRACTION & PROOF POINTS

The days of pre-revenue investments might be behind us. Ideas are no longer enough.

- We have early customers, pilots, or LOIs (if applicable)
- We can show usage, growth, or engagement metrics
- We have testimonials, references, or case studies
- We can demonstrate learning and iteration over time

5. LEGAL & STRUCTURAL READINESS

Messy cap tables signal lack of clarity and organization

- Company is properly incorporated
- Founder equity is clearly defined
- Cap table is clean and up to date
- IP ownership is clear
- Key contracts and agreements are in place
- No unresolved legal or ownership disputes

6. INVESTOR TARGETING & OUTREACH

Raising from the right investors matters more than raising fast.

- I know which **type of investors** fit our stage and sector and I have a list of target investors
- I understand what those investors typically look for
- Warm introductions are identified where possible
- I'm prepared to handle investor questions and objections

7. FOUNDER READINESS

Investors back conviction, clarity, and resilience – not just ideas.

- I can confidently pitch without reading slides. I only need the pitch deck to refer to detailed slides or charts
- I'm ready to hear "no" – and learn from it
- I understand the trade-offs of taking outside capital
- I'm clear on what success looks like post-raise

FINAL SCORE-CARD

Fundraising is easier when you know exactly where you stand.

Status:	Mostly Checked	Some Gaps	Many Gaps
Interpretation:	You're likely close to investor-ready. The focus now is tightening the story, stress-testing assumptions, and refining your raise strategy.	This is normal. Most founders raise too early – not because the idea isn't strong, but because key pieces aren't aligned yet.	Fixing fundamentals now can save months of wasted outreach, burned investor intros, and unnecessary dilution later.
Next Steps:	<ul style="list-style-type: none">• Pressure-test financial assumptions• Tighten narrative and funding ask• Validate investor fit before outreach• Run mock investor reviews to surface weak spots	<ul style="list-style-type: none">• Prioritize the gaps• Clarify how capital translates into measurable growth• Refine your pitch before starting broad outreach• Get structured feedback to avoid trial-and-error fundraising	<ul style="list-style-type: none">• Pause fundraising to fix foundational issues• Build/rebuild defensible financials• Align strategy, story, and structure• Create a clear, staged path to readiness

A structured review with PurlInsights LLC can help founders prioritize fixes, pressure-test assumptions, and avoid common fundraising mistakes – before investors do. Schedule a free consultation.

**UNLOCK NEW HORIZONS. BUILD FOR
YOUR COMPANY'S FUTURE**

