



Build trust and increase your income

Checklist

Use this checklist to evaluate if your brand is ready to inspire trust, attract funding, and scale.

How to Read the Results

15+ checks → Ready to approach investors

8–14 checks → Validation phase, work on gaps

<8 checks → Idea stage, prioritize narrative + identity

1. Brand Fundamentals

- Clear Value Proposition** – Does your brand explain in one sentence what problem it solves?
- Defined Archetype & Personality** – Does your brand have a consistent tone and style?
- Consistent Storyline** – Can you pitch your story in 30 seconds?

2. Visual Identity

- Logo System** – Main, secondary, and icon versions ready.
- Color Palette** – Defined and consistently applied across materials.
- Typography System** – Fonts selected and used across all touchpoints.
- Basic Templates** – Presentations, posts, and documents aligned to identity.

3. Communication Tools

- Pitch Deck Ready** – 10–12 slides covering problem, solution, market, impact.
- One-Pager PDF** – Concise document for investors or partners.
- Social Media Alignment** – Channels reflect same tone and visual identity.
- Infographic / Impact Snapshot** – Can you show results in one graphic?

4. Proof & Credibility

- Client or User Testimonials** – Clear, short evidence of real impact.
- Metrics that Matter** – 2–3 key KPIs (users, revenue, environmental impact).
- Case Studies or Pilot Results** – Visual examples of validated impact.

5. Investor Readiness

- Clear Ask** – Do you know how much you need and how you'll use it?
- Financial Snapshot** – Clear basics (revenue, costs, projections).
- Decision-Maker Aligned** – Is your team aligned on vision and narrative?

