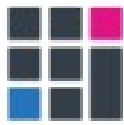


A Founder's Guide to Raising Capital



**Standard
Ledger**

STARTUP TO STAYUP

Summary by



InhouseVentures

Overview

Raising capital is one of the most pivotal moments in a startup's journey, and it can often feel like navigating a maze. To ensure a smooth and successful process, founders must take a proactive, strategic approach long before they ever pitch to investors. From getting your financials and legal structure in order to crafting a pitch that truly resonates with potential backers, there are numerous steps to take. In this guide, Remco from Standard Ledger breaks down the key stages of fundraising, offering actionable tips to prepare you for every phase—from building your data room to negotiating terms and everything in between.

20-Point Summary:

1. **Start early** – Get your house in order before capital raising. Think: taxes, structure, and compliance.
2. **“Ready, Set, Go” framework** – Standard Ledger uses this to guide founders through the capital raising process.
3. **Avoid basic gotchas** – Outdated tax returns or legal docs can trip you up during due diligence.
4. **Get investor-ready metrics** – Track and present metrics that matter to investors (revenue, churn, CAC, etc.).
5. **Build your data room early** – Include financials, legal documents, employment agreements, and corporate structure.
6. **Forecast multiple financial scenarios** – Business-as-usual and growth-case forecasts are both needed.
7. **Plan for 12–24 months runway** – Raise enough to survive and hit growth milestones until the next raise.

8. **Include financials in your pitch deck** – They're expected and crucial for investor confidence.
9. **Understand your raise structure** – SAFEs are common early; equity rounds with preferences show up later.
10. **Valuation is a trade-off** – Balance your ask with the equity and terms you're willing to offer.
11. **Build a mini investor CRM** – Start engaging potential investors 6–12 months before your raise.
12. **Create urgency** – Like a house auction, aim to get multiple investors looking at you at the same time.
13. **Find your lead investor** – They help validate your round and set key terms others will follow.
14. **Aim for multiple backers** – Helpful for future raises and keeps competition and momentum alive.
15. **Prepare for deep due diligence** – Investors will dig into your financials, team, customers, and even culture.
16. **Keep the legal side aligned** – Ensure lawyers don't slow things down or derail the deal.
17. **Celebrate when the cash lands** – A screenshot of your bank account can be a big moment!
18. **Remember: capital ≠ success** – You now need to execute and deliver on your promises.
19. **Post-raise is part of the raise** – Hiring, culture, and board governance all ramp up quickly.
20. **It's a cycle** – Plan for the next raise even as you're executing on this one (every 12–18 months).