

5 Financial Model Mistakes

That Kill Deals Before Slide 8

What GCC investors see in your numbers
that you probably don't.

Investors spend less than 3 minutes on your
financial model before deciding if it's credible.

These 5 mistakes are the most common reasons
founders lose interest before the conversation
even gets to product or traction.

Each one is fixable in a day. Most founders
don't know they're making them.

YOUR INVESTOR READINESS SPRINT

We fix these issues (and more) in 2–3 weeks.

Fixed scope. Fixed fee. Investor-ready financials.

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The 5 Mistakes

Each one signals to investors that you don't understand your own business.

01 The Hockey Stick With No Engine

THE MISTAKE

Your revenue chart shows flat...flat...flat...then explosive growth in Year 2–3. But there's no explanation of what drives the inflection. No channel strategy, no conversion assumptions, no hiring plan tied to the growth.

INVESTOR SIGNAL

Investor reads this as: "They drew the chart they wanted, not the one they can defend."

THE FIX

Build revenue bottom-up: # of salespeople x deals/month x average deal size. If you can't trace every dollar to an activity, the projection isn't credible.

02 Missing Unit Economics Entirely

THE MISTAKE

No CAC. No LTV. No payback period. The model shows revenue and expenses but never answers: "How much does it cost to acquire a customer, and how much is that customer worth?"

INVESTOR SIGNAL

Investor reads this as: "They haven't thought about whether the business actually works at scale."

THE FIX

Even if you're pre-revenue, estimate: What will it cost to get a customer (ads, sales team, partnerships)? What's expected revenue per customer over 12–24 months? LTV:CAC of 3:1+ is the benchmark.

03 No Sensitivity Analysis

THE MISTAKE

You present one scenario: the optimistic one. No downside case. No "what if growth is 50% slower?" No "what if churn doubles?" One set of numbers presented as certain.

INVESTOR SIGNAL

Investor reads this as: "They haven't stress-tested anything. First market surprise will catch them off guard."

THE FIX

Add three scenarios: Base, Conservative, and Aggressive. Show the key variables that swing outcomes (conversion rate, churn, deal size). Investors respect founders who know where the risks are.

04

“Use of Funds” That Says Nothing

THE MISTAKE

Your use of funds slide says: 40% Product, 30% Marketing, 20% Operations, 10% G&A.; These are categories, not a plan. Every startup on earth could write the same slide.

INVESTOR SIGNAL

Investor reads this as: “They haven’t mapped investment to milestones. They’ll burn through cash without clear targets.”

THE FIX

Tie every dollar to a milestone: “AED 400K to hire 2 senior engineers to ship V2 by Q3” or “AED 200K for paid acquisition targeting 500 qualified leads/month by Month 6.” Specificity = confidence.

05

Burn Rate Without a Runway Story

THE MISTAKE

The model shows monthly expenses but never answers: “How many months of runway does this raise give you?” and “What do you achieve before you need to raise again?”

INVESTOR SIGNAL

Investor reads this as: “They’ll come back asking for more money in 8 months without hitting any milestones.”

THE FIX

State it explicitly: “This raise gives us 18 months of runway. In that time, we hit [specific ARR target], [specific customer count], and [specific product milestone] — positioning us for Series A.”

Recognized your model in here?

Our Investor Readiness Sprint rebuilds your financial model, fixes your deck, and gets you pitch-ready in 2–3 weeks.

[Book a free 20-minute assessment:](#)

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Also available: [Investor Readiness Checklist](#) | [GCC Investor Deck Template](#)