



Investor Readiness Checklist

12 critical items GCC investors evaluate before your first meeting.

Most founders lose investor interest in the first 5 minutes. Not because the idea is weak, but because the fundamentals aren't in order.

This checklist covers the 12 items that regional investors, VCs, and family offices look for before they agree to a second meeting.

Use it as a self-assessment before your next pitch.

YOUR INVESTOR READINESS SPRINT

Go from unprepared to investor-ready in 2–3 weeks.

Fixed scope. Fixed fee. Clear deliverables.

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The 12-Point Investor Readiness Checklist

Score yourself honestly. Each item is actively evaluated by GCC investors.

● NARRATIVE & POSITIONING

- 1 Problem-Solution Clarity**
Can you explain the problem you solve and for whom in under 30 seconds? Investors decide interest in the first minute.
- 2 Market Size & Timing**
Do you have a credible TAM/SAM/SOM with sources? "\$1B market" without evidence kills credibility instantly.
- 3 Competitive Positioning**
Can you name 3–5 competitors and articulate why you win? Saying "no competition" is a red flag, not a strength.

● FINANCIALS & METRICS

- 4 Financial Model (3-Year)**
Revenue projections, unit economics, burn rate, and runway. Investors want to see you understand your own numbers.
- 5 Use of Funds Breakdown**
Exactly how will the investment be deployed? Vague categories like "growth" get rejected. Be specific to the dirham.
- 6 Key Metrics & Traction**
MRR, CAC, LTV, churn, or pipeline value. Even pre-revenue founders need leading indicators that prove momentum.

● STRUCTURE & GOVERNANCE

- 7 Cap Table & Legal Structure**
Is your cap table clean? Is your entity properly set up (ADGM, DIFC, mainland)? Messy structure delays or kills deals.
- 8 Founder Vesting & Agreements**
Are founder shares vested? Do you have a shareholders' agreement? Investors will not proceed without these.
- 9 IP & Regulatory Compliance**
Is your IP protected or protectable? Are you compliant with relevant UAE/sector regulations? Due diligence will surface gaps.

● PITCH EXECUTION

- 10 Deck Quality (10–15 slides)**
Clean design, clear story arc, no text walls. Your deck is your first impression and it determines if you get a meeting.
- 11 Ask & Terms Clarity**
How much are you raising, at what valuation, on what instrument (SAFE, equity)? Ambiguity signals inexperience.
- 12 Founder Story & Team Slide**
Why are YOU the team to build this? Regional investors bet heavily on founders. Your credibility slide matters more than you think.

Struggling with 3 or more items?

Our Investor Readiness Sprint takes founders from unprepared to pitch-ready in 2–3 weeks. Fixed scope, fixed fee, clear deliverables.

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

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