

# Investor readiness, in *twelve* items.

Most founders lose investor interest inside the first five minutes — not because the idea is weak, but because the fundamentals aren't in order. These are the twelve criteria regional investors, VCs, and family offices evaluate before agreeing to a second meeting.

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12

CRITERIA

4

DIMENSIONS

Self-audit

SCORE AS YOU GO

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

Check items you genuinely have in place — not ones you intend to have in place. The twelve items below cluster into four dimensions investors score separately.

## I. Narrative & positioning

### 01 **Problem-solution clarity**

Can you explain the problem you solve and for whom in under 30 seconds? Investors decide interest in the first minute.

### 02 **Market size & timing**

A credible TAM / SAM / SOM with sources. "\$1B market" without evidence kills credibility instantly.

### 03 **Competitive positioning**

Name 3–5 competitors and articulate why you win. "No competition" is a red flag, not a strength.

## II. Financials & metrics

### 04 **Three-year financial model**

Revenue projections, unit economics, burn rate, runway. Investors want to see you understand your own numbers.

### 05 **Use-of-funds breakdown**

Exactly how will the investment be deployed? Vague categories like "growth" get rejected. Be specific to the dirham.

## 06 Key metrics & traction

MRR, CAC, LTV, churn, or pipeline value. Even pre-revenue founders need leading indicators that prove momentum.

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### III.

## Structure & governance

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### 07 Cap table & legal structure

Is the cap table clean? Is the entity properly set up (ADGM, DIFC, mainland)? Messy structure delays or kills deals.

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### 08 Founder vesting & agreements

Are founder shares vested? Is there a shareholders' agreement? Investors will not proceed without these.

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### 09 IP & regulatory compliance

Is IP protected or protectable? Are you compliant with relevant UAE / sector regulations? Diligence will surface gaps.

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### IV.

## Pitch execution

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### 10 Deck quality (10–15 slides)

Clean design, clear story arc, no text walls. Your deck is the first impression — it decides whether you get a meeting.

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### 11 Ask & terms clarity

How much are you raising, at what valuation, on what instrument (SAFE, equity)? Ambiguity signals inexperience.

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### 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.

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FIDUCIA ADAMANTINA

# Fiducia Adamantina

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Strategic advisory for founders and investors in the GCC. Capital readiness, due diligence, acquisitions, exits, and UAE / GCC market-entry.

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