

Fundraising Readiness Checklist

This tool combines the “signals of readiness” identified by investors in Chapter 1 — from product validation to founder clarity and team cohesion.

Dimension	Key Readiness Signals	Your Status (Green / Amber/Red)	Notes / Actions
Customer Validation	You’ve tested hypotheses with real users; have data, testimonials, or pilots that show traction.		
Product Proof	There’s a working prototype or MVP — even if scrappy — that demonstrates value.		
Momentum	Evidence of repeatable growth (month-on-month progress, returning users, or repeat revenue).		
Financial Discipline	You can explain your revenue model, costs, and assumptions clearly; materials are error-free.		
Team Cohesion	The founding team works well together; gaps are acknowledged and there’s a plan to fill them.		
Coachability	You actively seek feedback and can adapt based on market or mentor input.		
Capital Clarity	You know precisely what the funds will be used for and what outcomes they will drive.		
Transparency	You can speak openly about current weaknesses or risks and how you’re addressing them.		



Tip:

Revisit this table every quarter. Fundraising readiness isn’t static — it evolves as you build traction and learn from your market.