

1. Strategic clarity

Before raising capital, be clear on why you are raising.

- Can you clearly articulate the problem your business solves?
- Is your value proposition simple and easy to explain?
- Do you know exactly what milestone this funding will unlock?
- Have you defined what success looks like 18–24 months after raising?
- Is your raise driven by momentum rather than cash pressure?

Notes:

2. Growth & traction

Investors look for evidence of progress.

- Is revenue growing consistently?
- Can you clearly demonstrate customer demand?
- Do customers stay and continue buying from you?
- Can you explain your growth drivers?
- Are key performance metrics tracked monthly?

Notes:

3. Financial visibility

Strong financial organisation builds confidence.

- Are your management accounts up to date?
- Can you clearly explain your revenue breakdown?
- Do you understand your gross margins?
- Is your cash runway clearly modelled?
- Are your financial forecasts realistic and well-structured?

Notes:

4. Funding plan

Be intentional about the amount you raise.

- Have you calculated the capital required to reach your next major milestone?
- Have you included a time buffer for fundraising?
- Have you considered the ownership impact of this round?
- Is your use-of-funds plan specific and measurable?
- Does this raise strengthen your position for the next stage?

Notes:

5. Governance & documentation

Preparation reduces friction during due diligence.

- Is your cap table accurate and up to date?
- Are all shareholder agreements accessible and signed?
- Are key customer and supplier contracts organised?
- Are employment contracts in place for senior team members?
- Is intellectual property clearly owned by the company?

Notes:

6. Leadership & capacity

Capital accelerates growth but growth requires leadership capacity.

- Is your leadership team stable and aligned?
- Do you have clarity over roles and responsibilities?
- Are you prepared for increased reporting and board oversight?
- Do you have capacity to manage a fundraising process alongside operations?

Notes:

7. Investor alignment

Choosing the right partner matters.

- Are you targeting investors aligned with your stage and sector?
- Have you researched their investment approach?
- Do you understand their expectations post-investment?
- Are you optimising for long-term partnership and not just valuation?

Notes:

If most boxes are confidently ticked, you are likely approaching fundraising from a position of strength.

If several areas feel unclear, focusing on preparation now can improve both process efficiency and long-term outcomes.

