

WORKSHEET 08 · CHAPTER 08 · RAISING INVESTMENT

# Investment Readiness Checklist

Print, complete by hand, or use as a working review sheet.

## Instructions

Complete before approaching investors. Every item represents a question an investor will ask.

## Legal Structure

Entity formed and type recorded

Shareholders' agreement drafted

IP holding company established

Trademark registered

## Financial Documentation

Three-year model complete

Bottom-up revenue model complete

Capital requirements calculated

Scenario modelling at 70%, 50%, and 30% revenue

## Concept and Team

One-page concept document complete

Concept deck complete

Market research summary complete

Operating team identified

Key hire commitments documented

## Validation and Data Room

Go/No-Go Matrix Score

\_\_\_ / 170

Community Size

Engaged subscribers/attendees.

Data room prepared

NDA template prepared