








Capital Markets Raise Ready Canvas

<div>Step ① <u>PLAN SCENARIOS</u> </div> <div>Build out the operational & financial plan for the next 2-3 years that the upcoming round will fuel.</div> <div><ul style="list-style-type: none">• Scenario A: What does a top-line hypergrowth plan look like?• Scenario B: What does a capital efficient plan focused on unit economics look like?</div> <div>Each scenario has its own unique set of investors</div>	<div>Step ④ <u>DECK & NARRATIVE</u> </div> <div>Create the deck & narrative. Refine & repeat to get pitch-ready</div> <div><ul style="list-style-type: none">• Start 1 quarter in advance• Practice with mock pitches (existing investors, close advisors, etc.)• Identify patterns in investor feedback early• Refer to pitch deck template if needed</div>		<div>Step ⑤ <u>DATA ROOM</u> </div> <div>Build your data room in two phases</div> <div><ul style="list-style-type: none">• #1 Light version for initial interest• #2 Deep dive for due diligence• Control the narrative on presenting your data by leading investors in where to look• Refer to our checklist to build a raise ready data room</div>	<div>Step ⑥ <u>RELATIONSHIP BUILDING & INVESTOR LIST</u> </div> <div>Build relationships in advance and create a target list based on tiers.</div> <div><div><ul style="list-style-type: none">• Start building relationships 6-12 months in advance• The goal is to vet & qualify investors for potential fit (round, check, stage, growth criteria)• Don't overshare data early.• Highlight wins & milestones• Consider investor-founder fit and investor-stage fit</div><div><ul style="list-style-type: none">• Tier 1 = aspirational• Tier 2 = target• Tier 3 = safety net</div><div>Knowledge / expertise in understanding the VC landscape is needed so as to not waste time on unqualified investors</div></div>
<div>Step ② <u>TEAM READINESS</u> </div> <div>The Leadership Team is critical to signal you're ready to scale.</div> <div><ul style="list-style-type: none">• Show you've hired your key GTM leaders (sales, marketing, etc.)• Do you need to strengthen your finance function (head of finance)?• Be clear on the team who is supporting your raise• Strong teams build investor trust</div>	<div>DECK TEMPLATE</div>	<div>GUIDELINES</div>		<div>Step ⑦ <u>MOMENTUM CREATES COMPETITION</u> </div> <div><ul style="list-style-type: none">• Fundraising is all about momentum which leads to a competitive process with multiple term sheets• Notify all investors when you advance to the next stage in diligence to drive interest & urgency</div>
	Vision & Mission	Mission statement / reason you exist		
	Problem	What problem are you solving & why is it broken?		
	Market Opportunity	Highlight realistic with a data-driven market size and drivers		
	Solution	How is your product uniquely built to solve the problem at hand?		
	Why Now	What are the drivers and tail winds?		
	<div>Step ③ <u>GROWTH METRICS</u> </div> <div>Nail your metrics leading up to the raise</div> <div><ul style="list-style-type: none">• At least 2-3 quarters of GTM execution• Consistently hit your key KPIs• If you need to work on leading KPIs, don't oversell and instead focus on improvement• Growth momentum & sustainable metrics = can't miss opportunity to investors</div>	Business Model	Current revenue model, GTM flywheel, and long-term pricing & packaging opportunities	
Impact & Traction	Case studies, testimonials, and key metrics to demonstrate PMF & GTM momentum			
Competition	A grid or matrix-like slide to cover competition & differentiation			
Product & Roadmap	Where is the product today and how is the product expanding in the next few years			
Team	Focus on industry-founder fit. Highlight experience, expertise, and team completeness			
Fundraising	The current raise, sources & uses, timing			