Capital Markets Raise Ready Canvas



Step ① PLAN SCENARIOS



& repeat to get pitch-ready

advisors, etc.)

feedback early

DECK TEMPLATE

Market Opportunity

Fundraising

needed

• Start 1 quarter in advance

Practice with mock pitches

(existing investors, close

• Identify *patterns* in *investor*

• Refer to pitch deck template if





RELATIONSHIP BUILDING & INVESTOR LIST

Build relationships *in advance* and create a target list based on *tiers*.



Build out the operational & financial plan for the *next 2-3 years* that the upcoming round will fuel.

- **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?

Each scenario has its own unique set of investors

Create the deck & narrative. *Refine*

Build your data room in *two phases*

- #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

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*

- Tier 1 = aspirational
- Tier 2 = target
- Tier 3 = safety net

Knowledge / expertise in understanding the VC landscape is needed so as to not waste time on unqualified investors

Step 2 TEAM READINESS



The Leadership Team is critical to **signal** you're ready to scale.

- 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

Step 3 GROWTH METRICS

• Strong teams build investor trust

GUIDELINES	
GOIDELIITES	

Vision & Mission	Mission statement / reason you exist
Problem	What problem are you solving & why is it broken?

11 3	and drivers
Solution	How is your product uniquely built to solve the

and a	
Why Now	What are the drivers and tail winds?

Business Model	Current revenue model, GTM flywheel, and long-
Dusiness Model	term pricing & packaging opportunities

Nail your *metrics* leading up to the raise

- 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

Highlight realistic with a data-driven market size

	VISIOII & IVIISSIOII	Wilssion statement / reason you exist
	Problem	What problem are you solving & why is it broken?
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problem at hand?

Why Now	What are the drivers and tail winds?
	Current revenue model GTM flywheel and lo

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I		Case studies, testimonials, and key metrics to
	Impact & Traction	demonstrate PMF & GTM momentum

Competition	A grid or matrix-like slide to cover competition & differentiation
Dua du et O. Da e due eu	Where is the product today and how is the product

Product & Roadmap	expanding in the next few years
Leam	Focus on industry-founder fit. Highlight experience, expertise, and team completeness

The current raise, sources & uses, timing

MOMENTUM CREATES COMPETITION Step ⑦



- 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

Step®

CONTROL THE PROCESS



- Schedule meetings with clear asks and next steps
- Outline a timeline for your raise and set clear deadlines during the diligence process
- Be proactive. Don't wait for investors to reach back out



1: Vet your outbound investor list & qualify their criteria # 2: Send investor updates celebrating highlights, wins, and milestones to drive momentum **# 3:** Ask investors about their process & timeline for diligence # 4: Look for buying signals and prioritize VCs who are engaged # 5: Ask existing investors & friendly founders for warm intros

DON'Ts X

- **# 1:** Chase investors without qualifying interest
- # 2: Know when to walk away if investor is not being responsive
- # 3: Hand over data without context.
- # 4: Leave a meeting without clear action items and next touchpoint