

RAISE READINESS CHECKLIST

Ten questions. Score each one 1 to 5. Fifty points on the table.

1 = you're guessing. 5 = you could defend it across the table from a term sheet. Score it the way an investor would, not the way you'd like it to read. Most founders who think they're ready don't crack 45.

YOUR NUMBER

1 2 3 4 5

Q1 Why are you raising — and do you know exactly where every penny goes?

☐ ☐ ☐ ☐ ☐

A 5: a use of funds line by line, and the outcome each line buys.

Q2 What is your number, exactly — and how much cushion is built into it?

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A 5: a model that shows the number, the runway it buys, and what you cut if you raise 70% of it.

YOUR CASE

1 2 3 4 5

Q3 In one paragraph: what do you sell, who pays for it, and why do they pick you over what they use now?

☐ ☐ ☐ ☐ ☐

A 5: someone outside your industry read it once and repeated it back to you correctly.

Q4 What is your proof that you win — not your story, your evidence?

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A 5: numbers with dates and sources behind them, and you know which one is weakest.

YOUR TERMS

1 2 3 4 5

Q5 SAFE, convertible note, or priced round — which one are you offering, and why that one?

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A 5: you can argue it against the other two and say exactly what it costs you.

Q6 What is your valuation or cap built on — and who has pressure-tested it besides you?

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A 5: math you can show, and someone outside your cap table tried to break it and failed.

Q7 What do you own the day it closes — and what do you own after the round that comes next?

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A 5: a modeled post-close cap table, carried through the dilution of the round after this one.

YOUR INVESTOR LIST

1 2 3 4 5

Q8 How many active investors are on your list — and do you have contact information for every one?

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A 5: 100+ names who wrote a check in the last 12 months, each good for \$25,000 or more, contacts in hand.

Q9 How many yeses do you need, at what check size — and how many conversations does that take?

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A 5: you know the conversion math, and your list is big enough to survive it.

YOUR SYSTEM

1 2 3 4 5

Q10 What is your system for working that list to a closed round — how do you reach out, how often, and with what?

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A 5: a written sequence with a cadence and the material each touch carries. Not “I’ll email them.”

ADD IT UP.

_____ / 50

45–50 You don’t need help. Go raise it — and send us the term sheet.

28–44 You’re close — and this is exactly where we make a real impact.

Under 28 Don’t take the meeting. You don’t have a raise — you have an idea about one.

Almost nobody clears 45 the first time they run this. The founders who get funded are the ones who fixed the gaps first.

Scored under 45?

That’s what The Raise Academy fixes in 4 weeks.

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