

# ARE YOU FUNDABLE YET?

## The Investor **Readiness** Scorecard

Before you raise, get honest. Use this scorecard to evaluate if your startup meets investor expectations. Score yourself and identify what to fix before you pitch.



### HOW TO USE THIS

Go through each question honestly. Score yourself:



Yes



Partially



No

Add up your score at the end to see where you stand.

## 1 BUSINESS MODEL CLARITY

A great idea means nothing without a great model.

### 1.1 Revenue Model

Do you clearly know how your startup makes money?



### 1.2 Unit Economics

Do you know your CAC and LTV?  
Do the numbers make sense?



### 1.3 Scalability

Can your business grow without linear cost increase?



#### Weak Business Model?

You have a monetization problem.

## 2 MARKET CLARITY

Big markets don't win. Right markets do.

### 2.1 Problem Definition

Is the problem real and painful?  
Do customers already try to solve it?



### 2.2 Market Size

Can you define TAM, SAM, and SOM with logical breakdowns?



### 2.3 Target Customer

Do you know who your customer is and why they would pay?



#### Weak in Market ?

You don't understand your customer

## 3 FINANCIAL READINESS

Investors invest in numbers backed by logic.

### 3.1 Financial Model

Do you have projections for revenue, costs, and growth?



### 3.2 Assumptions

Do you have projections for revenue, costs, and growth?



### 3.3 Capital Plan

Do you know the raise amount, where it will be used, and what it will achieve?



#### If your numbers aren't defensible.

Your pitch will fail in 5 minutes.

## 4 INVESTOR NARRATIVE

A great business with a weak story still gets ignored.

### 4.1 Vision Clarity

Can you explain your startup in 2-3 sentences?



### 4.2 Positioning

Do you clearly communicate why this matters, why now, and why you?



### 4.3 Pitch Logic

Does your story flow logically:  
Problem → Solution → Market → Model → Growth?



#### Weak Story?

Even great businesses don't get funded.

## 5 TRACTION & PROOF (If Applicable)

Traction de-risks your story. Proof creates belief.

### 5.1 Validation

Do you have users, revenue, or pilot results?



### 5.2 Signals

Any early proof like waitlists, partnerships, or strong engagement?



#### No traction is okay.

No validation thinking is not.

## YOUR SCORE

Add up your results across all sections.



35-45 POINTS

### FUNDABLE

You're ready to have serious investor conversations.



20-34 POINTS

### CLOSE, BUT NOT READY

You need to refine key areas before pitching.



0-19 POINTS

### NOT FUNDABLE YET

Focus on building clarity, traction, and validation.

## HOW WE FIX THIS

Fix business model



Build financial clarity



Structure investor narrative

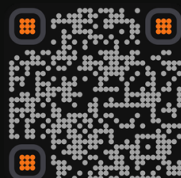


Prepare funding strategy

We've used this exact framework to help founders fix broken models, rebuild financial clarity, and raise capital.

## WHAT TO DO NEXT

- **Fundable** → Start preparing investor outreach
- **Close** → Fix weak areas before pitching
- **Not Ready** → Focus on clarity, structure, validation



SCAN ME

We rebuild your business into something investors can actually say yes to.

Scan or reach out at  
jehanzeb@thefounderhq.com