



## Test your Investment-Readiness

Finding the right investor is highly-competitive for a pre/post-revenue startup, so it's best to only embark on this journey once you've got rock-solid confidence that you are 100% investment-ready.

Here's a checklist that can help you assess your investment-readiness:

### **Do you have credibility and market knowledge?**

Ask colleagues and friends about your idea/solutions. What are your best skills? What skills do you need to buy-in or find suitable business partners? Build a credible business plan (5 years out). Predict realistically when revenue will be coming in.

**Do you have the right advisors on board?** Having the right team is critical to the success of your business. Ask for experienced business minds to support/mentor or become board members of your company. Surround yourself with proven credible team members.

**Is your pitch deck ready?** Build a pitch deck with a clear investment proposition which explains your product, how much money you are seeking, tax efficient investment opportunities, what your growth plans are, and what return on investment the investors can expect.

**Create a simple explainer video for your pitch** – most people are visual and want a quick overview of your product and team.

**Is your product ready for the market?** Ensure your product is market-ready: have you identified your ideal customers and do you have a plan for how to get your first clients? Are you in the right location to launch your product? Consider buying your first referenceable clients – e.g. give a 50% discount.

## **Do you have a strong brand and marketing strategy?**

A strong brand and marketing strategy can help you stand out from the competition and attract investors. Make sure you have good branding and a sound website. Have you built an online presence with marketing and PR to make sure your marketplace is aware of you?

By assessing your investment-readiness against this checklist, you can identify any gaps in your business plan and address them before seeking investment. If you need any help with the above and you want coaching to prepare for and find investors, [reach out to us](#), we're well-placed to help you.

By Mark Thackeray

[The Green Techpreneur](#)

*Mark Thackeray has over thirty years' experience in the IT sector in the UK, USA and internationally. During this time Mark has profitably established six companies and has acquired over \$200 million in M&As for corporations. He has also worked extensively in the climate tech fundraising and investor arena.*

