

XYZ Company

Discovery

Intake & Readiness Assessment

(SAMPLE)

Discovery – Intake & Readiness Assessment

The Discovery phase is your structured, founder-friendly entry point into investor readiness. We start by diagnosing your company’s strengths and gaps to build a confident, compelling fundraising strategy. This step lays the groundwork for every future conversation with investors.

Intent

To give founders a clear, actionable understanding of their investor readiness—highlighting what works, what needs refinement, and the fastest path to building investor confidence.

Key Focus Areas

- **Business Narrative & Story Clarity:** Evaluate mission, vision, and messaging to ensure a strong, investor-friendly story.
- **Market Validation:** Review customer insights, TAM/SAM/SOM, competitors, and differentiation.
- **Traction & Metrics Review:** Analyze KPIs, growth, retention, cohort data, and assumptions.
- **Product & Technology Review:** Assess IP strategy, technical moat, scalability, and regulatory positioning.
- **Team & Organizational Readiness:** Examine founder strengths, leadership, and team gaps.
- **Risk Profile:** Map risks across market, regulatory, legal, financial, and operational areas.
- **Capital Strategy:** Align fundraising goals, round size, milestones, and investor profiles.

Deliverables

- **Investor Readiness Scorecard:** A visual, color-coded snapshot of your readiness across Narrative, Market, Team, Model, and GTM categories.
- **Gap Analysis & Action Plan:** A prioritized list of improvements with a tactical 2-week action roadmap.
- **Data & Materials Audit:** Review of existing decks, financials, and materials for investor-facing readiness.
- **Market & Competitive Summary:** Snapshot for positioning and investor conversations.

This phase delivers a **clear, actionable baseline**—so you know exactly what’s needed to approach investors confidently and strategically.