Capital Formation Starter Checklist

A short opening checklist for getting ready to raise money, including a cap-raise. It covers your story, your materials, and your process. General guidance only — not legal, tax, or investment advice.

Before you begin

- ☐ Write the story of the raise in language you can say out loud.
- ☐ Include only figures and proof your team can find and defend.
- ☐ In one sentence, state what you are asking for and how the money will be used.
- ☐ Check that a short summary and a longer deck or memo tell the same story.
- ☐ Name one person on your team to own the process, the calendar, and the follow-up.
- ☐ Make a careful list of conversations, each with a real way to reach the person.
- ☐ Write down any open legal, operations, or paperwork items before you start reaching out.

General guidance only. This checklist is not legal, tax, financial, or investment advice. It does not guarantee interest, terms, or a completed raise.

Notes

The ask, in one sentence _____

Use of funds _____

_____

Proof we can defend _____

Process owner _____

Open items before outreach _____

_____

Next conversation and path _____