Capital Formation Prep List

A readiness list for a raise or cap-raise (a raise of capital). It covers your story, your materials, your process, and the conversations you are actually ready to have. Work through it with your team. General guidance only — not legal, tax, or investment advice.

01 Story and materials

- ☐ The raise story is written, agreed, and comfortable to say out loud.
- ☐ A short deck or memo exists and matches the spoken story.
- ☐ A one-page summary is ready for a first conversation.
- ☐ Every figure in the materials has a source your team can explain.
- ☐ Any prep item you still owe yourself is written down, not only remembered.

02 Process

- ☐ You have one person on your team who owns the process, including scheduling and follow-up.
- ☐ You know what a first conversation is for, and what a later one is for.
- ☐ You have a simple way to track who you have spoken with, and what was promised.
- ☐ Legal, tax, or advisory questions have a named professional, if you need one. This list is not a substitute.

03 Getting your house in order

- ☐ Company, cap-table (who owns what), or token paperwork is up to date and easy to find.
- ☐ Anyone who will join a call knows which questions they own.
- ☐ You have agreed what is public, what is private, and what is not ready to share.
- ☐ Open product, legal, or operations items that would stall a serious conversation are listed.

04 Conversations

- ☐ You have a careful list of people or firms to speak with, based on fit, not a borrowed list.
- ☐ Each name has a real path: a warm introduction (made by someone you both know), a prior conversation, or a fair reason to reach out.
- ☐ You are ready to take a no, and to follow up on a yes without scrambling.
- ☐ You have a habit of reviewing each conversation so the story gets tighter next time.

> This list is a planning tool for your own preparation. It is not legal, tax, financial, or investment advice. It does not guarantee interest, terms, or a completed raise.

Open items and conversation log

Use this page to keep the work visible. Move items off the open list only when they are actually done. Log conversations with facts, not hopes.

Still open before we talk to anyone

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Conversation log

PERSON / FIRM	DATE	WHAT WAS COVERED	NEXT STEP