Raise Narrative Checklist

A checklist for tightening the story you will tell in a raise or cap-raise (a raise of capital) conversation. Write only what you can defend. This is a story tool — not legal, tax, or investment advice, and not a promise of capital.

01 The story

- ☐ State the problem in words a careful listener would recognize.
- ☐ Describe the product or work in plain terms, without a metaphor you cannot explain.
- ☐ Be clear about who it is for, and who it is not for yet.
- ☐ Write why this matters now, with reasons you can stand behind.

02 What you can show

- ☐ List traction (real signs of progress), users, partners, or revenue only if you can show the underlying numbers.
- ☐ Leave a blank rather than rounding a figure you have not checked.
- ☐ Name the risks you would want to hear if you were on the other side of the table.
- ☐ Separate what is live today from what is planned.

03 The ask

- ☐ Write the ask in one sentence: what you are raising, and what it is for.
- ☐ Connect the use of funds to a small set of concrete pieces of work.
- ☐ Be ready to say what will not be funded from this raise.
- ☐ Agree internally who can speak to the numbers, the product, and the plan.

04 The room

- ☐ Draft a short spoken version you can give without slides.
- ☐ Prepare a longer version for a working session, with the same facts.
- ☐ Cut any line that only sounds impressive.
- ☐ Practice with someone who will tell you where they got lost.

General guidance only. This checklist is not legal, tax, financial, or investment advice. It does not guarantee a raise, a valuation, or interest from any party.

Story outline

Draft the spoken story here. If a section is not ready, say so on the line. Do not fill it with a claim you cannot support.

Problem

What we built

What we can show today

The ask and use of funds

Open questions we should be ready for

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