



# **Investor-Ready: The 10 Essentials**

**What every startup must prepare before talking to investors**

## Introduction

Securing investment is not only about having a good idea. Investors want clarity, credibility, and proof that your business can scale. This guide presents the 10 essentials that every startup should prepare before engaging with investors, each explained in detail to help you avoid common pitfalls and increase your chances of success.

## The 10 Essentials

### Compelling Story

Your story should connect vision, mission, and market opportunity into a clear narrative. Investors look for why now, why this team, and why this market — not just what your product does.

### Solid Business Model

It's not enough to generate revenue; the model must be scalable and sustainable. Show your revenue streams, unit economics, and how margins improve with growth.

### Traction Evidence

Data matters more than promises. Demonstrate adoption through sales figures, pilot programs, testimonials, or growth in active users. Even small traction builds credibility.

### Financial Forecasts

Provide 3–5 years of realistic financial projections, showing revenue, cost structure, and profitability trends. Overly optimistic forecasts damage trust; balanced ones prove discipline.

### Cash Flow Plan

Clarity on runway and capital needs is critical. Investors want to see how much time your business has before needing funds, and how new investment extends this horizon.

### Team Strength

Investors back people as much as ideas. Highlight complementary skills, governance structures, and advisors that strengthen execution capability.

### Competitive Landscape

Show deep understanding of your market and competitors. Investors want to see why your company has defensible advantages and how you stand out.

## Pitch Deck

A pitch is a storytelling tool, not a technical report. Keep it visual, concise, and focused on what matters to investors: opportunity, traction, financials, and team.

## Data Room

Be prepared with an organized due diligence folder. Contracts, financial statements, customer agreements, and legal documents should be readily accessible.

## Clear Ask

Never end a pitch without a precise ask: how much you want to raise, at what valuation, and how funds will be used. A confident and transparent ask signals readiness.

***The difference between 'interested' and 'invested' often lies in preparation. Master these essentials and you significantly increase your chances of securing funding.***

**Book a consultation with Luigi Belato to assess your investor readiness and prepare your company for funding success.**

Website	Email	Phone
<a href="http://www.luigibelato.com">www.luigibelato.com</a>	<a href="mailto:info@luigibelato.com">info@luigibelato.com</a>	+39 389 607 0199   +34 639 015 719