Vancriskhom's Investors

The Pre-Raise Readiness Timeline

(A 6–9 Month Reality Check Before You Ever Say "We're Raising")

Phase 1: 6–9 Months Before Raise

"Mirror, Mirror on the Wall… Am I Actually Fundable at All?"

Objective: Internal honesty before external exposure.

What Most Founders Do:
Build a pitch deck.

What Smart Founders Do:
Build *clarity*.

Key Readiness Actions

- Define **why capital is needed** (not *how impressive the round sounds*)
- Confirm the **problem–solution–customer triangle actually closes**
- Separate *vision* from *verifiable progress*
- Identify whether this is:

- A **scaling problem**
- A **validation problem**
- Or a **discipline problem in disguise**

Real-life moment:

A SaaS founder once told us, "Investors loved the story."
They loved it so much... none of them invested.
Why? Because the story was ahead of the system.

Deliverables

- One-page **Capital Purpose Statement**
- Honest articulation of current stage (not aspirational stage)
- Clear internal "Not Ready Yet" list

Phase 2: 5–6 Months Before Raise

"Traction Without Translation Is Just Noise."

Objective: Make progress legible to outsiders.

Key Readiness Actions

- Define **3–5 core metrics** that actually matter

- Eliminate vanity metrics masquerading as traction
- Align growth data with operational capacity
- Document repeatability (even if small)

Story snapshot:
One founder proudly showed 200% MoM growth.
Investor asked: "Can you repeat it?"
Silence is not a metric.

Deliverables

- Metric definitions & logic (not just numbers)
- Simple trend explanations
- Clear constraints acknowledged upfront

Phase 3: 4–5 Months Before Raise

"Governance: The Boring Stuff That Decides Everything."

Objective: Reduce investor anxiety before it forms.

Key Readiness Actions

- Clean cap table (no "we'll fix it later" promises)

- Founder roles & decision rights clarified
- Basic governance hygiene in place
- Financial controls that match company maturity

Founder reality check:
Investors don't fear risk.
They fear **surprises they can't control**.

Deliverables

- Updated cap table with explanations
- Founder alignment notes
- Basic financial discipline visible

Phase 4: 3–4 Months Before Raise

"If an Investor Asked 'Why You?', Would You Panic?"

Objective: Sharpen strategic narrative — without exaggeration.

Key Readiness Actions

- Define defensibility beyond "first-mover"
- Clarify why **this team** wins this problem

- Identify competitive blind spots honestly
- Align ambition with execution capacity

True story:
An investor once said,
"I don't mind if you're early. I mind if you're confused."

Deliverables

- Clear positioning statement
- Competitive landscape summary
- Honest risk articulation (yes, this increases trust)

Phase 5: 2–3 Months Before Raise

"Dry Run the Discomfort."

Objective: Test readiness before real money enters the room.

Key Readiness Actions

- Conduct mock investor conversations
- Pressure-test assumptions
- Identify where founders contradict each other

- Refine answers that currently feel "emotional"

Behind-the-scenes truth:
The questions that sting the most?
Those are the ones investors will definitely ask.

Deliverables

- Q&A readiness list
- Founder alignment check
- Red-flag mitigation plan

Phase 6: 0–2 Months Before Raise

"Now You May Speak."

Objective: Enter conversations deliberately — not desperately.

Key Readiness Actions

- Target *aligned* investors, not famous logos
- Control information flow
- Avoid premature data rooms
- Maintain negotiation posture, not pitch posture

Founder wisdom:

Raising isn't about impressing everyone.
It's about **not alarming the right few**.

Deliverables

- Controlled outreach strategy
- Clear readiness signals
- Defined walk-away thresholds

The Golden Rule of Pre-Raise Readiness

> **Capital doesn't reject companies.**
> **It rejects confusion, misalignment, and premature exposure.**

This timeline exists so founders don't learn that lesson *after* their first no.