CMA

COLEMAN MANAGEMENT ADVISORS

The Raise-Ready Checklist

The twelve things a lender or investor checks before they say yes — the same standard CMA builds every plan, model, and package to. Score yourself before they do.

FREE CHECKLIST · SCORE YOURSELF BEFORE THE ROOM DOES

> How to use this: go line by line and be honest. Every unchecked box is a question you'll get asked — better to answer it now than in the meeting. The numbers items (2–6) are where most raises are actually won or lost.

1 A plan that ties together

- [ ] A written plan where the narrative and the numbers agree — every figure traces back to a sentence earlier in the document.

2 A three-statement financial model

- [ ] Income statement, balance sheet, and cash flow, all linked — not a lone revenue projection. The balance sheet balances by construction.

3 Unit economics that work

- [ ] Contribution margin, cost-to-serve, and payback — the per-unit truth behind the totals. Profit is an opinion; unit economics are the fact.

4 An honestly sized market

Layer	Definition	Your number & source
TAM	Everyone who could buy	
SAM	The slice you can serve	
SOM	What you can realistically capture	

5 The coverage story (for debt)

- [ ] A debt-service coverage ratio (DSCR) modeled across the loan — comfortably above the ~1.20–1.30x a lender wants, and never dipping below it.

6 A downside case

- [ ] Sensitivities that show the model still holds if revenue is 20% lower or costs run higher. Funders back the case that survives the downside.

7 A clear, itemized use of proceeds

- [ ] Exactly what the money buys, tied to milestones — not a wish list. The ask is a modeling problem before it's a pitch.

8 A deck reconciled to the plan

- [ ] A pitch deck built on the same numbers as the plan and model, so diligence finds one story, not three that disagree.

9 Evidence of traction or demand

- [ ] Something real — customers, letters of intent, a pipeline, pilot results — that turns "we believe" into "here's proof."

10 A team that can execute

- [ ] The roles that matter, filled or honestly named as gaps, with a one-line reason this team can win.

11 Numbers that agree everywhere

- [ ] The same figures across the plan, the model, and the deck — no seams for diligence to catch.

12 A diligence-ready package

- [ ] Cap table, financials, and key contracts organized and ready — so momentum doesn't die waiting on documents.

> **Unchecked boxes?** That's exactly the gap CMA closes — investor- and lender-ready plans, three-statement and project-finance models, and the market evidence behind them. Plans from $799; models scoped to the raise. Book a 30-minute call at colemanma.com.