

High-level principles to determine that the business is investable

Before embarking on raising capital, every business should consider, and be able to answer, the following points. Businesses should meet all 4 criteria below:

#	Does the business have:	Met
1.	A good product or provide a good service?	✓
2.	A profitable cash business model that meets its market and is scalable?	✓
3.	The right skilled management team who have a vision and can implement it?	✓
4.	The capital funding – on what will it be spent?	?

When Points 1 to 3 are met, the business is well positioned to raise capital. The right preparation of the business, structure, promotional material and a structured capital raising process should place the business in a position to raise the capital it seeks at the right price to meet its growth and investment objectives.

