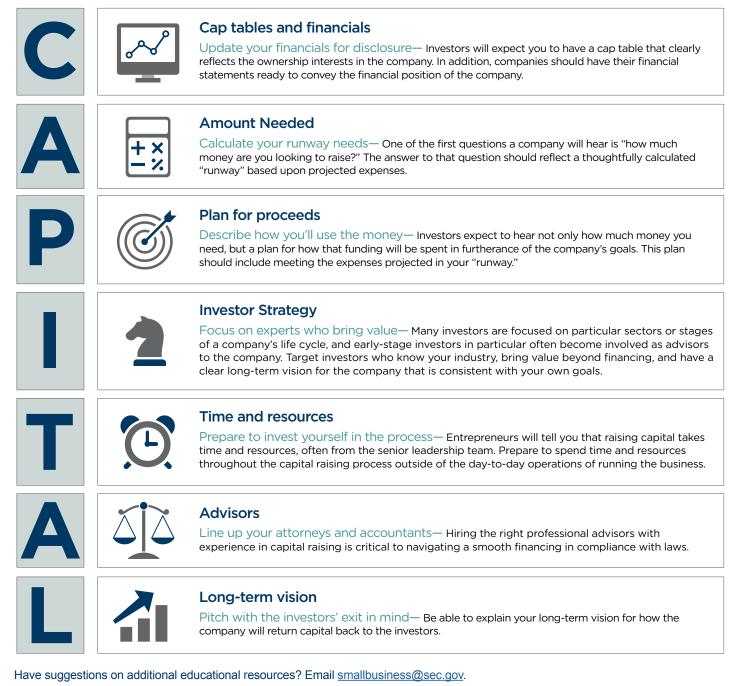


U.S. Securities and Exchange Commission Office of the Advocate for Small Business Capital Formation

How do I know when I am ready to raise capital from investors?

A number of factors go into being ready to raise capital from investors. Most sophisticated investors will expect the company to have taken certain steps and prepared certain documents before they enter the room to pitch for funding. Before you embark on capital raising, we encourage you to consider some key fundamentals of your business, which you can remember using the acronym CAPITAL.



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