
ORBIS INSIGHTS

The ORBIS Guide to Investment Readiness



Raising capital for your business? Here's what investors want to see—and how to prepare a compelling business case that wins funding.

Every great business begins with a single step. The journey to investment readiness starts here.

Introduction

Access to capital is often the difference between an idea that stays on paper and a venture that scales into a thriving enterprise. But investors don't just look for potential—they look for preparation. Investment readiness is about positioning your business so that investors see not only the opportunity, but the pathway to value creation.

At ORBIS Strategic Solutions, we guide entrepreneurs, scale-ups, and established companies through this critical process—bridging ambition with investor confidence.

The Investment Readiness Checklist

1. The Story – Crafting a Compelling Narrative

Investors fund stories as much as spreadsheets. They want to understand *why your business exists, what problem it solves, and why it matters now*. A clear and persuasive narrative—supported by a business plan—sets the foundation.

2. The Numbers – Financial Clarity and Control

From Harvard Business School's Entrepreneurship Essentials to investor best practice, one truth remains constant: numbers matter. Investors expect:

- Budgets that demonstrate discipline
- Cash flow forecasts that prove sustainability
- Valuations that are realistic, not inflated
- A capital structure that balances debt and equity prudently

3. The Market – Proof of Demand

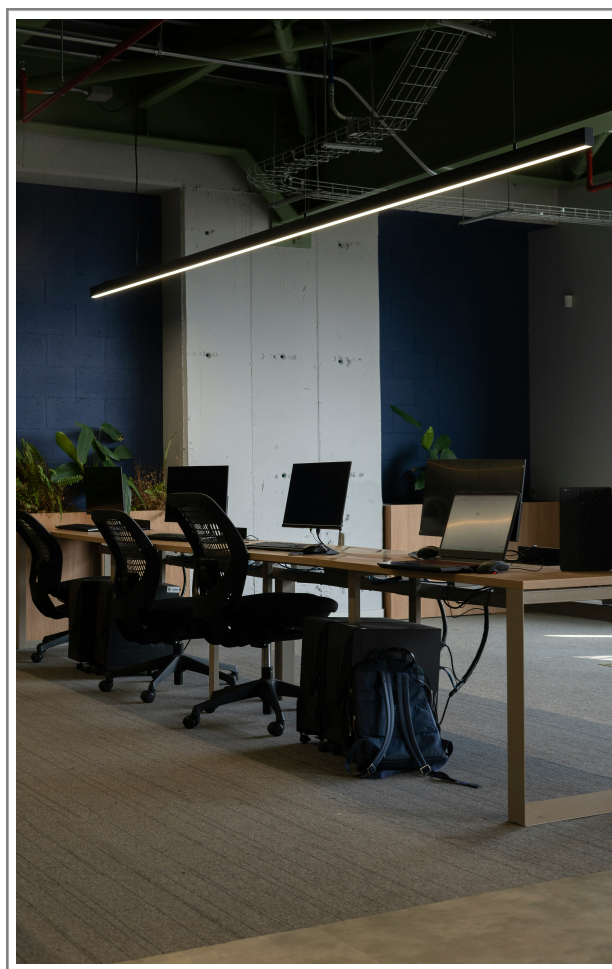
Market validation is essential. Demonstrating traction—through sales, customer acquisition, or partnerships—shows investors that your idea has moved beyond concept into commercial reality.

4. The Team – Capability and Credibility

Investors back people first, products second. A strong, diverse, and complementary team reassures them that you can navigate uncertainty, pivot when needed, and scale responsibly.

5. The Future – Pathways to Scale

Capital is not just for survival—it's for growth. Investors will ask: *Can this business scale?* This means showing how you will capture market share, defend against competitors, and grow sustainably.



“Investment readiness is not a single document—it’s a mindset. By preparing like an investor, you transform vision into value.”

-NIKOS POTAMIANOS

Common Investor Red Flags

Through our work, we've seen why many businesses fail to secure funding. Some of the most common pitfalls include:

- Overly optimistic forecasts with no evidence base
- Lack of clarity on how funds will be used
- Weak understanding of competitors and market positioning
- Gaps in the leadership team
- Incomplete or poorly presented financial documentation

At ORBIS, we help eliminate these red flags before you step into the room with investors.

How ORBIS Supports Your Investment Journey

Assessment & Alignment

We evaluate your business through an investor's lens, highlighting strengths and closing gaps in your strategy.

Investor-Ready Documentation

We craft business plans, financial models, and investor decks that present your opportunity with precision, clarity, and credibility.

Capital Pathways

We leverage our international network to connect your venture with aligned capital partners—whether angel investors, venture funds, or strategic investors.

Why It Matters

Harvard Business School research shows that only 25% of businesses survive beyond 15 years. Survivors share one trait: **preparation**. Investment readiness is not just about winning a single funding round—it's about building long-term resilience and trust.



ORBIS Insight: *The most successful businesses don't wait until they need money to prepare—they build investment readiness into their DNA from day one.*



Get investment-ready with ORBIS