

# Pre-Seed Raise Ready Scorecard

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This scorecard reveals whether you're pitching insights or just pitching product, the difference between a term sheet and a polite pass.

Eighteen questions. Three minutes. One honest diagnosis of whether your traction will convince pre-seed VCs.

**Instructions:** Answer based on your current state. Each answer has a point value. Add them up at the end.

**Q1: What's the most counterintuitive thing you've learned that other founders in your space don't know yet?**

- I can articulate 3+ specific insights that contradict conventional wisdom + evidence (5 pts)
- I have 1-2 clear insights with evidence (4 pts)
- I have hunches but no hard evidence (2 pts)
- I haven't identified insights that differentiate us (0 pts)

**Q2: How would you complete this sentence: 'Everyone thinks [X], but we've learned [Y]'?**

- I can complete it in under 30 seconds with specific evidence (5 pts)
- I can complete it but need to think about the evidence (3 pts)
- I'd struggle to complete this sentence (1 pts)
- I've never thought about it this way (0 pts)

**Q3: If your last pilot had failed, what would you have learned that was worth the time invested?**

- We designed it to answer 3+ specific questions - success or failure, we'd learn (5 pts)
- We designed it to answer 1-2 specific questions (4 pts)
- We'd have learned the product needs work (2 pts)
- Honestly, failure would have just meant wasted time (0 pts)

**Q4: Have you found someone who fought internally to get budget for your solution?**

- Yes, we have documentation of their internal approval process (5 pts)
- Yes, they told us it was challenging but got it approved (4 pts)
- They're working on it / planning to request budget (2 pts)
- No one has fought for budget yet (0 pts)

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## Q5: What happens if your pilot partner does nothing for the next 6 months?

- They've quantified the financial/clinical cost of inaction (5 pts)
- They've described serious consequences but not quantified (3 pts)
- They're concerned but no specific consequences (1 pts)
- Probably nothing significant changes (0 pts)

## Q6: Why is your pilot partner solving this problem NOW instead of last year?

- There's a specific forcing function with a date (regulatory deadline, budget cycle, penalty) (5 pts)
- There's urgency but no specific deadline (3 pts)
- It's been a problem for a while, they're finally prioritizing it (1 pts)
- They haven't explained the timing (0 pts)

## Q7: Can you name the person who will write the check AND explain why they personally care?

- Yes, we've spoken with them and understand their incentives (5 pts)
- We think we know who it is but haven't confirmed (3 pts)
- Our champion tells us who it will be (1 pts)
- We assume it's obvious from the org chart (0 pts)

## Q8: How many approval layers are between your champion and a signed contract?

- We've mapped 5-7 approvals and know who each person is (5 pts)
- We know there are multiple approvals but haven't mapped them (3 pts)
- Our champion says they can get it approved (1 pts)
- We haven't asked about approvals (0 pts)

## Q9: What pain is your champion solving for THEIR boss (not for end users)?

- We can articulate their boss's specific KPI or pain point (5 pts)
- We have a general sense of what their boss cares about (3 pts)
- We haven't explicitly asked (1 pts)
- We assume they care about the same things as the end users (0 pts)

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**Q10: Complete this sentence: 'If we're wrong about [X], the company doesn't work'**

- I can list 3 critical assumptions + when we'll test each one (5 pts)
- I can list 1-2 critical assumptions (3 pts)
- I'd need time to think about it (1 pts)
- I haven't identified our riskiest assumptions (0 pts)

**Q11: What was the most important thing you learned in your last pilot that changed your roadmap?**

- I can name it + show you what we changed + explain why (5 pts)
- I can name the learning but we haven't changed anything yet (3 pts)
- We learned the product works and users like it (1 pts)
- Our pilot mostly confirmed what we already believed (0 pts)

**Q12: How do you track whether you're learning faster than you're burning cash?**

- We have documented hypotheses + test results + decisions from each sprint (5 pts)
- We discuss learnings in team meetings but don't document them formally (3 pts)
- We track features shipped and pilot progress (1 pts)
- We don't have a formal way to measure learning velocity (0 pts)

**Q13: Which regulations apply to your solution and what do they cost?**

- I can name them + estimated cost + timeline + how they affect buyer decisions (5 pts)
- I can name the regulations and general cost/timeline (3 pts)
- I know generally what applies but haven't researched details (1 pts)
- We'll figure it out when we need to (0 pts)

**Q14: Have you asked your pilot partner what their procurement process requires?**

- Yes, we have a checklist of their exact requirements + timeline (5 pts)
- Yes, we have a general sense of requirements (3 pts)
- We've asked but haven't documented specifics (1 pts)
- We'll address this after the pilot succeeds (0 pts)

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**Q15: If a hospital CISO asked you about your security posture tomorrow, what would you show them?**

- We have documented security practices + compliance roadmap + can answer their questions (5 pts)
- We can describe our security approach but it's not documented (3 pts)
- We'd need to prepare materials first (1 pts)
- We'd have to say we're not there yet (0 pts)

**Q16: If you had to run your next pilot without being in the room, could you hand your playbook to a junior BD rep and have them succeed?**

- Yes, we have documented our pilot process + someone else has used it successfully (5 pts)
- Probably, we have an informal process that's worked multiple times (3 pts)
- No, our founder/technical lead needs to be involved (1 pts)
- Each pilot is custom - there's no playbook yet (0 pts)

**Q17: How long did your most recent pilot take compared to your first one?**

- Our recent pilots take less than half the time of our first (5 pts)
- They're somewhat faster (20-40% improvement) (4 pts)
- About the same time (2 pts)
- They're taking longer (we're learning they're more complex) (1 pts)
- We've only done one pilot (0 pts)

**Q18: Would you bet your next 6 months of runway on what your last pilot taught you?**

- Absolutely - our learning is directionally clear and validated (5 pts)
- Probably - we're fairly confident in our direction (3 pts)
- Maybe - we learned things but not sure what they mean yet (1 pts)
- No - we need more data (0 pts)

**TOTAL SCORE: \_\_\_ / 90**



# Pre-Seed Raise Ready Scorecard

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## How to Use This Rubric

This scorecard has 18 questions worth 0-5 points each (max 90 points total).

Most founders score 38-44 on their first attempt.

### Scored under 53?

You're pitching product features instead of market insights. Book a free 30-minute Traction Translation session and we'll show you:

- Which of the 5 rejection patterns is killing your momentum
- The exact insight investors need to hear from you
- How to redesign your next pilot to prove investability (not just product)

[Translate My Traction →](#)

### Scored 53+?

You're ahead of most pre-seed companies. Book a Pitch Optimization session to turn your strong traction into a compelling narrative that accelerates your round.

[Optimize My Pitch →](#)

## Score Interpretation

Score Range	Label	What This Means
0-35	Feature Pitch	You're selling product, not insights. VCs will pass even if your product works.
36-52	Unvalidated Hypothesis	You have traction but haven't proven you know something others don't. Close, but not there yet.
53-70	Raise-Ready	You've developed market insights and validated urgency. You can articulate your unfair advantage.
71-90	Inevitable	You're learning faster than you're burning. Investors see momentum and clarity.

# Seed Raise Ready Scorecard

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Seed investors don't fund novelty, they fund repeatability. This scorecard reveals whether your traction is a science project or a scalable business.

Eighteen questions. Three minutes. One honest diagnosis of whether your traction will convince seed VCs.

**Instructions:** Answer based on your current state. Each answer has a point value. Add them up at the end.

**Q1: How many pilots have you completed using the same documented playbook?**

- 5+ pilots, each taking less time than the previous (5 pts)
- 3-4 pilots with consistent process (4 pts)
- 2 pilots that followed similar steps (3 pts)
- Each pilot required custom approach (1 pts)
- We've only done 1 pilot (0 pts)

**Q2: Could a junior BD person close your next pilot without founder involvement?**

- Yes, we've tested this successfully (5 pts)
- Probably, with our documented process (3 pts)
- No, deals require founder or technical expertise (1 pts)
- We haven't tried this (0 pts)

**Q3: How much faster was your most recent pilot deployment vs. your first?**

- Less than 50% of the time (5 pts)
- 50-70% of the time (4 pts)
- 70-90% of the time (2 pts)
- About the same time (1 pts)
- Actually taking longer (added complexity) (0 pts)

**Q4: Can you map the 7-10 approval steps your typical buyer requires?**

- Yes, we've documented this across 3+ customers (5 pts)
- Yes, for 1-2 customers (3 pts)
- We understand it generally but haven't documented (1 pts)
- Each customer is different (0 pts)

**Q5: How many distinct buying personas have you sold to?**

- 3+ distinct personas (e.g., IT, Finance, Clinical, C-suite) (5 pts)
- 2 distinct personas (3 pts)
- 1 persona consistently (2 pts)
- Same friendly champion every time (0 pts)

**Q6: Have you identified why procurement hasn't heard of you before?**

- Yes, we've mapped the disconnect + changed our approach (5 pts)
- Yes, we understand the gap (3 pts)
- We're starting to see the pattern (1 pts)
- Our clinical champions handle this (0 pts)

# Seed Raise Ready Scorecard

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**Q7: Is your delivery cost per customer decreasing as you scale?**

- Yes, tracked and decreasing each quarter with automation roadmap (5 pts)
- Yes, anecdotally decreasing (3 pts)
- Roughly the same cost per customer (1 pts)
- Cost per customer is increasing (0 pts)

**Q8: What percentage of your solution delivery is automated vs. manual?**

- 70%+ automated, with plan to reach 85%+ by Series A (5 pts)
- 50-70% automated (4 pts)
- 30-50% automated (2 pts)
- Mostly manual (<30% automated) (0 pts)

**Q9: Can you prove ROI to customers in under 90 days?**

- Yes, we have documented proof from 3+ customers (5 pts)
- Yes, from 1-2 customers (3 pts)
- ROI takes 6-12 months to materialize (1 pts)
- We haven't proven ROI timeframe yet (0 pts)

**Q10: How long does the typical security + legal review take?**

- Under 4 weeks, we've pre-baked compliance docs (5 pts)
- 4-8 weeks (3 pts)
- 8-12 weeks (2 pts)
- 12+ weeks or we haven't completed one yet (0 pts)

**Q11: Have you documented how to compress the buyer's cycle?**

- Yes, we cut average cycle time by 30%+ with documented tactics (5 pts)
- Yes, we're learning what accelerates deals (3 pts)
- Each deal moves at its own pace (1 pts)
- We haven't studied this systematically (0 pts)

**Q12: What's the real competitor for most of your deals?**

- Status quo / internal process - and we've designed around it (5 pts)
- Status quo - and we're learning to overcome it (3 pts)
- Direct competitors (1 pts)
- We're not sure / varies by customer (0 pts)

**Q13: What certifications have you completed?**

- SOC 2 Type II + (HITRUST or ISO 27001) (5 pts)
- SOC 2 Type II (4 pts)
- SOC 2 Type I or in process (3 pts)
- Planning to start SOC 2 (1 pts)
- No certifications yet (0 pts)

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**Q14: Have you passed a hospital's HIPAA/security review?**

- Yes, 3+ times - we have our diligence pack ready (5 pts)
- Yes, 1-2 times (3 pts)
- Currently in first review (1 pts)
- Not yet (0 pts)

**Q15: Can you articulate how compliance gives you competitive advantage?**

- Yes, it's actively closing deals faster than competitors (5 pts)
- Yes, it reduces friction in our sales process (3 pts)
- It's table stakes but not a differentiator (1 pts)
- We see it as overhead, not advantage (0 pts)

**Q16: How many customers are willing to be references?**

- 5+ customers happy to speak to prospects (5 pts)
- 3-4 referenceable customers (4 pts)
- 1-2 referenceable customers (2 pts)
- No formal references yet (0 pts)

**Q17: Have you closed a deal without being in the room for final negotiations?**

- Yes, multiple deals closed remotely (5 pts)
- Yes, one deal closed remotely (3 pts)
- No, founder presence is critical to closing (0 pts)

**Q18: What's your current sales pipeline coverage?**

- 5+ qualified opportunities for every 1 we need to close (5 pts)
- 3-4x pipeline coverage (4 pts)
- 2x pipeline coverage (2 pts)
- 1:1 or less (each deal is critical) (0 pts)

**TOTAL SCORE: \_\_\_ / 90**



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## How to Use This Rubric

This scorecard has 18 questions worth 0-5 points each (max 90 points total).

Most founders score 42-48 on their first attempt.

## Scored under 53?

You proved it works, but not that it scales. Book a free 30-minute Scale Readiness session and we'll show you:

- Which gaps make you look like a services business (not a software company)
- How to rebuild your pilot process for repeatability
- The exact operational changes that unlock institutional capital

[Assess My Scale Readiness →](#)

## Score Interpretation

Score Range	Label	What This Means
0-35	Science Project	You validated the product works but not that it's a business. VCs will see this as too early.
36-52	Proof of Concept	You have customers but haven't proven repeatability. Each deal still requires heroics.
53-70	Seed-Ready	You've built a repeatable process. VCs can see the path from \$1M ARR to \$10M.
71-90	Inevitable Growth	Your GTM engine works. Investors see predictable, scalable growth.