

ARE YOU BUILDING A BUSINESS THAT CAN BE TRUSTED WITH CAPITAL?

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THE FUNDABILITY
STRATEGY

- ✓ CLARITY
- ✓ STRUCTURE
- ✓ CREDIBILITY
- ✓ CAPITAL



FUNDAB
FOUNDE

FORMULA FOR
PROFITABLE GROWTH
AND MAXIMIZING
CAPITAL

Rhonda M
The Fundability

CLARITY
STRATEGY
FUNDABILITY

ZOMA
Business Solutions



Here's the thing:

- You may be brilliant.
- You may be visible.
- You may be working hard.

But funders, lenders, partners, and serious opportunities aren't only looking at your effort.

They're looking for evidence.

Instructions

This scorecard will help you identify whether your business is ready for capital, growth, partnership, or bigger opportunity – or whether the structure still needs work.

For each statement, score yourself:

0 = Not yet

1 = Sometimes / Partially

2 = Yes, clearly and consistently



The Fundable Lab™

A Simple Fundability Scorecard For Founders

1. Revenue Clarity

- ☐ I can clearly explain how my business makes money.
- ☐ I know which products, services, or offers generate the most profit.
- ☐ I can show revenue patterns for the last 3–6 months.

Your Score: ____ / 6

2. Pricing Confidence

- ☐ I can clearly explain how my business makes money.
- ☐ I know which products, services, or offers generate the most profit.
- ☐ I can show revenue patterns for the last 3–6 months.

Your Score: ____ / 6

3. Cash Flow Visibility

- ☐ I know what comes in, what goes out, and what is left.
- ☐ I can identify cash flow pressure before it becomes a crisis.
- ☐ I separate personal money from business money.

Your Score: ____ / 6

4. Financial Documentation

- ☐ My income, expenses, invoices, and receipts are organized.
- ☐ I can produce basic financial reports if requested.
- ☐ My records would not embarrass me if a funder asked to see them.

Your Score: ____ / 6

5. Business Structure

- ☐ My business is properly registered and operating with clear documentation.
- ☐ I understand what legal, tax, or compliance obligations apply to me.
- ☐ My business does not live only in my head.

Your Score: ____ / 6

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6. Systems and Operations

- ☐ I have repeatable systems for sales, delivery, customer service, and follow-up.
- ☐ Someone else could understand key parts of how my business works.
- ☐ Growth would not completely collapse my current way of working.

Your Score: ____ / 6

7. Market Proof

- ☐ I can clearly describe who I serve and what problem I solve.
- ☐ I have proof that customers want, buy, and recommend what I offer.
- ☐ I know what makes my business different from competitors.

Your Score: ____ / 6

8. Founder Readiness

- ☐ I can speak about my business with clarity and confidence.
- ☐ I am willing to look at the numbers, not avoid them.
- ☐ I have support, delegation, or systems so everything does not depend on my exhaustion.

Your Score: ____ / 6

Your Total Fundability Score

Add all 8 section scores

Total Score: ____ / 48

What Your Score Means

- **0–15: Busy, but structurally exposed**

You're working hard, but your business is difficult for capital to understand. The priority is clarity, documentation, and basic systems.

- **16–30: Emerging, but inconsistent**

You have traction, but not enough predictability. The priority is pricing, cash flow, records, and repeatable operations.

- **31–40: Promising, but needs strengthening**

You have a business worth building. Now it needs stronger evidence, cleaner systems, and a clearer financial story.

- **41–48: Closer to fundable**

You have strong signs of readiness. The next step is refinement, positioning, and preparing for better opportunities.



FUNDABILITY IS A SYSTEM.

Not a Guess.

DOCUMENT IT.

STRUCTURE IT.

PROVE IT.

FUND IT.



The Real Question

If capital entered your business today...

- Would it scale you?
- Would it stabilize you?
- Or would it expose what you have been avoiding?

If this scorecard made you pause, that isn't failure.

It's information.

THE FUNDABLE BUSINESS

The Strategy.
The Structure.
The Funding.

Your Next Step

The Fundable Lab™ is designed for women founders who are ready to move from effort to evidence, from visibility to structure, and from *“I hope they choose me”* to *“My business is ready to be trusted.”*

Inside the Lab, we work on:

- Pricing clarity
- Revenue visibility
- Financial documentation
- Cash flow confidence
- Business systems
- Fundability readiness
- The structure beneath your brilliance

Because your brilliance may start the business.

Structure is what makes it fundable.





Ready to close your Fundability Gap™?

Apply for The Fundable Lab™
or join Power Circle™ to begin building the readiness,
relationships, and strategic clarity your business needs.

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