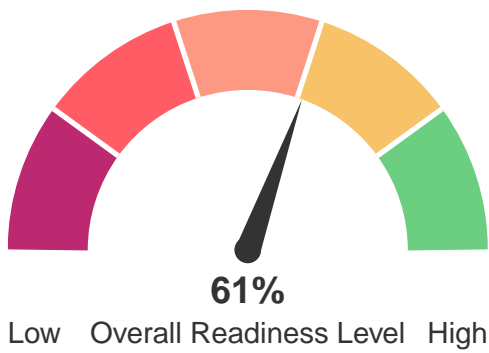


# Investment Readiness Report - SME Org

## Overall Readiness Score



## Summary

Your Investment Readiness Level shows varying levels of performance across different categories. Review each category below for specific insights and recommendations for improvement.

Company Profile	100%	Version used:	1
Product / Service Definition	75%	Date of assessment:	May 06, 2025
Financial Metrics	80%		
Finance Needs	38%		
Team	42%		
Market Opportunity	34%		

## Company Profile

Level 5

### Recommendations

Investment-readiness for investors on this platform means that companies must meet certain foundational requirements.

First and foremost, they are expected to be fully registered corporate entities with their primary base of operations, headquarters, or registered office located within the European Union (EU). This criterion ensures alignment with the regulatory, legal, and market frameworks of the region, which are often a key consideration for EU-focused investors. Being established within the EU also provides companies with access to regional funding programs, partnerships, and resources that can further support their growth.

The number of employees is another important factor, as it serves as a key indicator of a company's size, stage of development, and operational capacity. This metric is particularly relevant for companies seeking Small and Medium-sized Enterprise (SME) funding, as eligibility for such funding often depends on specific thresholds related to employee headcount. For investors, a well-balanced team size not only reflects the company's current capabilities but also signals whether the business is appropriately resourced to execute its growth strategy effectively.

While many investors prefer companies with a limited liability corporate structure—such as a private limited company (Ltd) or a similar entity type in other EU jurisdictions—there is room for variation depending on the type of investment and the investor's focus. For instance, impact-focused investors and certain philanthropic funds are often open to supporting social enterprises, cooperatives, or even non-profit organizations, provided they align with their mission and investment objectives. These entities may not follow a traditional corporate model but can still demonstrate significant value and impact potential, particularly in sectors like education, healthcare, and environmental sustainability.

Ultimately, meeting these basic structural and operational requirements is a critical first step in preparing for investment. By ensuring compliance with legal standards, demonstrating operational readiness, and tailoring their corporate structure to align with investor preferences, companies can lay the groundwork for successful engagement with investors on this platform. This foundational preparation not only builds investor confidence but also positions companies for long-term success in accessing the funding needed to scale and thrive.

## Product / Service Definition

Level 4

### Recommendations

Investment-readiness for start-ups and SMEs requires more than just a great idea. Investors are increasingly focused on identifying companies developing groundbreaking technologies in high-growth sectors such as computing, deep-tech, renewable energy, artificial intelligence, and health.

The rapid expansion of investments into fintech and cleantech has catalyzed the emergence of specialized investors who are not only seeking high-potential start-ups but are also eager to support transformative technologies that challenge the status quo and redefine how goods and services

are delivered. These investors are looking for innovation that drives change on a significant scale, offering the potential for widespread market disruption. The bar for investment readiness has risen, particularly in sectors where deep-tech and advanced technologies are reshaping industries. Investors now expect start-ups to demonstrate how their solutions leverage cutting-edge innovations to create tangible value. This is especially true when public funds are involved, as these investments come with heightened scrutiny and accountability.

As a result, founders and investors alike must address impact metrics, such as alignment with the Sustainable Development Goals (SDGs) and adherence to Environmental, Social, and Governance (ESG) criteria. These metrics are no longer optional; they are essential markers of a company's long-term viability and commitment to responsible innovation.

Investors also tailor their involvement based on a company's stage of development, often referred to as its Technology Readiness Level (TRL). Early-stage investors are typically drawn to start-ups in the pilot or proof-of-concept phase, where funding is focused on research, development, and refining innovative ideas. In contrast, later-stage investors expect to see technologies that are market-ready, with clear evidence of demand. This is often demonstrated through metrics like Annual Recurring Revenue (ARR) or other indicators of market traction. Understanding where your business falls on the TRL spectrum is critical to targeting the right investors and aligning with their expectations. To improve your investment readiness, focus on building a compelling narrative around your technology's innovative potential and its capacity to serve as a true “gamechanger.” Clearly articulate your TRL level and show how your solution addresses unmet needs in your target market.

Furthermore, demonstrating how your company contributes to ESG and SDG objectives can provide a significant competitive advantage, especially when public funding is part of the equation. Investors are not only looking for returns; they are seeking opportunities to back companies that are willing to take bold risks and deliver both economic and societal impact. A clear vision, supported by measurable progress and a well-defined strategy, will position your start-up to attract the funding needed to scale and succeed.

## Financial Metrics

Level 4

### Recommendations

Companies must demonstrate a comprehensive range of financial metrics that align with the expectations of different investor types. These metrics provide crucial insights into the company's financial health, growth potential, and scalability, helping to identify which investors are most relevant at each stage of the company's journey. As companies progress and seek larger amounts of capital, investor expectations naturally increase, requiring more robust financial performance and transparency.

For companies pursuing the venture capital (VC) pathway, early-stage investors typically focus on growth potential over immediate profitability, but even at this stage, revenue generation or a clear trajectory toward achieving it is essential. Start-ups are expected to show meaningful traction—such as recurring revenue or a growing customer base—and a well-defined plan for scaling operations. As they advance toward later-stage funding rounds, companies will face higher financial thresholds, including the expectation of approaching breakeven, or in some cases, already achieving profitability. These milestones signal to investors that the business model is maturing and capable of sustaining long-term growth.

As a company transitions beyond venture capital funding and begins seeking more traditional forms of financing, such as bank loans or credit facilities, the requirements shift to emphasize stability and risk management. Lenders and mainstream financial institutions typically look for audited financial statements, a positive credit history, and a clear track record of responsible financial management. These elements provide assurance that the company can meet its repayment obligations and manage cash flow effectively. Mature businesses seeking to unlock capital from these sources must prioritize financial discipline and ensure that their operations are supported by reliable financial reporting systems.

Ultimately, the ability to meet increasing financial expectations as a company grows is key to securing capital at every stage. Whether targeting early-stage venture funding or more conventional financing, companies must demonstrate not only their current financial performance but also a credible roadmap for sustained growth and profitability. By aligning their financial metrics with investor or lender priorities, businesses can build trust and unlock the resources necessary to achieve their goals.

## Finance Needs

Level 2

### Recommendations

Companies must ensure they are seeking the type and amount of capital that aligns with both market availability and the company's current stage of development.

The suitability of funding depends on several factors, including financial performance, product maturity, and the size of the market opportunity being targeted. By tailoring their capital-raising efforts to their business’s unique circumstances, companies can position themselves more effectively to attract the right investors.

Investors often prefer to engage with companies that demonstrate prior experience in fundraising or have successfully completed earlier funding rounds. Such companies are typically better prepared to navigate the investment process, having already used previous capital to achieve key milestones like refining their product, validating their business model, or entering the market. This progress provides investors with greater confidence that the company is capable of deploying additional funds effectively to drive further growth.

A clear and coherent business and financial model is critical to earning investor trust and securing funding. Companies must not only have a well-defined strategy for growth but also be able to articulate it convincingly. This is where a polished and professional investment deck comes into play. An effective investment deck serves as the cornerstone of communication between the company and potential investors, offering a concise yet comprehensive overview of the business’s vision, financial performance, market opportunity, and strategy for scaling. It should convey confidence, clarity, and a compelling case for why the company represents an attractive investment opportunity.

By aligning their capital-raising goals with their stage of development and equipping themselves with a strong investment pitch, companies can significantly improve their chances of securing funding. Investors are drawn to businesses that demonstrate both a clear understanding of their market position and a practical roadmap for achieving growth, making preparation and presentation key drivers of investment-readiness.

Team

Level 3

Recommendations

For a start-up company, assembling a capable and dynamic C-level team is a critical step in building the foundation for growth and long-term success. A well-rounded executive team not only provides the strategic vision and leadership necessary to navigate the challenges of a fast-evolving market but also ensures the agility to respond to opportunities and risks effectively. At the early stages, individual executives may take on multiple roles, but as the company scales, it is crucial for these functions to develop into distinct, independent positions. Below is a recommended composition for the core C-suite team, highlighting their roles, key skills, and importance in driving the company’s success.

**The CEO: Visionary Leader and Strategic Navigator** The Chief Executive Officer (CEO) is the cornerstone of the leadership team, responsible for defining the company’s strategic direction and overarching goals. The CEO serves as the primary representative of the company, inspiring both the internal team and external stakeholders, including investors, partners, and customers. Beyond setting the vision, the CEO must guide the company through the complexities of scaling, ensuring that growth is sustainable and aligned with its mission. **Key Skills:** Strategic thinking, exceptional leadership, clear and persuasive communication, investor relations, and the ability to make decisive, high-level decisions under pressure.

**The CTO: Innovator and Technical Architect** For technology-driven start-ups or companies with products heavily reliant on innovation, the Chief Technology Officer (CTO) plays a pivotal role. The CTO is responsible for overseeing the development, innovation, and scalability of the company’s technological infrastructure. They ensure that the company’s technology remains competitive, robust, and adaptable to evolving business needs. In the early stages, the CTO often takes direct ownership of product development, serving as the technical lead for innovation. As the company grows, the CTO’s focus shifts to building and managing a high-performing technical team capable of delivering cutting-edge solutions. **Key Skills:** Deep technical expertise, product development, scalable system design, innovation leadership, and team-building skills.

**The CFO: Financial Steward and Strategic Advisor** The Chief Financial Officer (CFO) is instrumental in ensuring the financial health of the organization. Responsible for budgeting, forecasting, financial reporting, and capital management, the CFO aligns financial resources with the company’s strategic objectives. The role becomes increasingly critical as the company generates revenue and faces more complex cost structures. Additionally, the CFO provides guidance on fundraising, risk management, and long-term financial planning, helping the company maintain fiscal discipline while pursuing ambitious growth goals. **Key Skills:** Strong financial acumen, risk management, fundraising expertise, analytical decision-making, and the ability to offer strategic financial insights.

**The Value of Diverse Expertise and Perspectives** A successful leadership team is built on a foundation of industry expertise, entrepreneurial experience, and complementary skill sets. Start-ups that prioritize diversity within their leadership, particularly in the boardroom, benefit from a richer array of perspectives that foster innovation and improve decision-making. The inclusion of women in leadership and board roles is especially valuable in start-ups, where agility, creativity, and inclusivity are vital for growth. Women bring unique insights and balance to discussions, promoting a more comprehensive approach to problem-solving and strategy development. As studies have shown, companies with diverse leadership tend to outperform their peers in innovation, employee engagement, and financial results. By cultivating a C-suite team that is not only skilled but also aligned with the company’s values and vision, start-ups position themselves for sustainable success. These leaders serve as the driving force behind the company’s ability to adapt, grow, and thrive in competitive markets, ensuring that their start-up remains resilient and forward-looking in the face of challenges.

Market Opportunity

Level 2

Recommendations

Companies must assess whether they have reached the critical milestone of generating repeatable and predictable revenue.

This step is crucial because the presence (or absence) of consistent revenue significantly influences the type of investors that may be relevant to the company. Early-stage investors are often willing to take on more risk to support innovative ideas and early market entry, whereas later-stage investors typically seek companies with established revenue streams and proven market demand. A clear understanding of your company’s revenue position and growth trajectory is essential to align with the expectations of potential investors.

For investors on this platform, there is a particular focus on companies targeting large, addressable markets within the European Union (EU). The EU represents a uniquely attractive opportunity due to its extensive consumer base, harmonized regulatory frameworks, and well-established infrastructure that supports scalable business growth. Investors are especially drawn to companies with strategies that allow them to capitalize on the substantial market potential within the EU while demonstrating the ability to scale operations effectively within a reasonable timeframe. Businesses that can illustrate this scalability, coupled with strong operational foundations, are well-positioned to secure funding.

Beyond the EU, investors on this platform prioritize start-ups with global ambitions. While initial success within the EU is a strong starting point, the ability to expand into international markets underscores a company’s potential for long-term growth and competitiveness. Start-ups that can show a clear pathway to global scalability—whether through adaptable products, a universal value proposition, or an ability to navigate cross-border markets—are more likely to attract attention. Such companies demonstrate not only the potential for exponential growth but also the resilience and strategic vision necessary to succeed in an increasingly interconnected world.

Ultimately, to meet the expectations of investors on this platform, companies must combine a clear financial outlook, a robust growth strategy within the EU, and a vision for global expansion. By aligning these elements, start-ups can present a compelling case for investment, showcasing both immediate market opportunities and long-term growth potential.

Company Profile

Company registered name	SME Org
Company registered address	Serrano and Barker LLC
Company registration number	423
Date of company registration	Sep 20, 1972
Country of registration	Italy
Number of employees	10–49 (small)
Company legal structure	European cooperative society (SCE)
Country of project implementation	Croatia
Applicant type	Small mid-cap < 500 FTEs
Trading name (if applicable)	Ethan Evans

Data protection / GDPR

Please tick this box to provide your consent for the E-tracker to hold your personal information according to our	Yes
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Product / Service Definition

Select your primary industry code from the dropdown list (select all that apply)	D.I - AI, Data & ICT
What TRL stage is your product/service?	TRL 3: Experimental proof of concept
Describe your product / service and include the main use cases	Sed dolore est cons
Who are your primary (largest number / most valuable) customers?	B2B (businesses, institutions, NGOs, public sector)
Select your specialist area of innovation (all that apply)	Clean Tech
Is the technology dual-use	No
Do you have the necessary intellectual property rights to ensure adequate protection of the idea?	Yes

Do you have any registered patent?	Yes
Has a freedom to operate analysis been carried out?	Yes
Which SDGs does your company impact on (select all that apply)	Gender Equality: Achieve gender equality and empower all women and girls.
Have you measured your GHG emissions avoidance	Yes
Is your solution a breakthrough or incremental innovation	Yes
Does the company/product/service report on ESG?	No

## Financial Metrics

What revenue stage is your company?	Revenue
Do you have your audited accounts from the previous full financial year?	Yes
What was your total turnover (or ARR) in the last full financial year (in Euro)?	0
Is the company EBITDA positive (i.e. did you make a profit)?	Yes
In how many years do you expect to breakeven?	2
Does the company have debt outstanding?	No

## Finance Needs

What type of financing do you currently require?	Series A
Did you already raise private capital?	Pre-seed
What is the total cost of the project?	EUR 5-10 million
What is the total amount of capital you require in the current fundraise?	EUR 1-5 million
What will the funds be used for?	Capital investment
What was your company's most recent fundraise?	Series A
What was your most recent company valuation	Greater than €1m
Do you have an investment deck and financial model	No
Have you been beneficiaries of any previous of EU funds/programs in the past 2 years?	No

## Additional Support

Do you need technical assistance or would you like to go through an accelerator programme?	No
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## Team

Founder name	Destiny Sawyer
Job title	CFO
Gender of founder	Male
Email	sywa@mailinator.com

Telephone	42
Founder industry experience (years)	3
Founder/CXO highest level of relevant academic experience	Undergraduate
Proportion of women in CXO positions	up to 25%
Proportion of employees that are women	up to 25%
Which CXO positions are already filled	CEO
Which CXO positions still need to be filled	CTO

Market Opportunity

What is your primary (largest number / most valuable) target market?	Other
Estimate your total addressable market (TAM) size (in EUR)	EUR 1-10 million
Estimate your serviceable addressable market (SAM) size (in EUR)	EUR 10-50 million
Estimate your serviceable obtainable market (SOM) size in the coming five years (as % of SAM)	5-10%
What is the CAGR of your market	60 %
Have you identified potential customer / secured offtake agreements	No
How scalable is the company	Locally scalable
How competitive is the market	Strong regional (Europe) competition