

# Investment Evidence Plan

Pairs with: Raise for evidence, not relief

Link capital raised to evidence created.

<b>Founder / team</b>	<b>Account / market / topic</b>	<b>Date</b>
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**When to use it**

Use before fundraising or when the raise risks becoming a way to delay hard commercial decisions.

## What this worksheet covers

Use of funds	Evidence milestone
Commercial hypothesis	Hiring logic
Runway scenarios	Decision point

## Questions to answer before you start

What will the money prove? _____ _____ _____	Which commercial hypothesis will be tested? _____ _____ _____
Which milestone unlocks the next decision? _____ _____ _____	What changes if the round is smaller? _____ _____ _____

## Use of funds as evidence

Spend area	Amount	Hypothesis tested	Evidence expected	Decision unlocked
<b>Product</b>	_____	_____	_____	_____
<b>Sales/GTM</b>	_____	_____	_____	_____
<b>Customer success</b>	_____	_____	_____	_____
<b>Compliance/security</b>	_____	_____	_____	_____
<b>Marketing</b>	_____	_____	_____	_____
<b>Hiring</b>	_____	_____	_____	_____
<b>Operations</b>	_____	_____	_____	_____

## Runway scenarios

Scenario	Cash available	Months runway	Evidence milestone	Decision point
<b>Base case</b>	_____	_____	_____	_____
<b>Stretch case</b>	_____	_____	_____	_____
<b>Survival case</b>	_____	_____	_____	_____

## Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
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## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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