

Investor Diligence Metric Readiness Checklist

Use this for one revenue, pipeline, CAC, retention, attribution, or ARR metric before it supports investor diligence, financing prep, board narrative, or a strategic review.

1. Name the external claim

Metric: _____ Period/scope: _____

Claim this metric will support: investor diligence / financing prep / board narrative / strategic review / data-room question.

Decision owner presenting the number: _____

2. Map the source path

Source of record: CRM / finance / billing / warehouse / marketing automation / spreadsheet / other: _____

Supporting systems or reports: _____

Warehouse model, query, or report location: _____

Last reconciliation date and trusted comparison: _____

3. Assign owners

Business owner: _____ Definition owner: _____

Caveat approver before external use: _____

Who can change this number after review starts? _____

4. Check the seven controls

Score each 0-3: 0 missing/disputed; 1 manually rescued; 2 usable with caveats; 3 documented, owned, and reconciled.

Source of record clarity: ____ Definition owner: ____ Business owner: ____

Last reconciliation: ____ Manual adjustment visibility: ____

Evidence trail: ____ Caveat boundary: ____

5. Classify readiness

Total possible score: 21. Apply veto rules if a critical control is missing for the external claim.

0-7: Not ready. Use only as repair evidence.

8-12: Directional. Safe for narrative shape or diagnosis with visible caveats.

13-16: Decision-grade. Safe for one named operating decision with caveats.

17-19: Board-grade. Safe for leadership reporting within documented scope.

20-21: Diligence-ready. Source, definition, owner, evidence, and caveat trail can withstand external review.

6. Write the caveat that travels with the number

What this metric can support now: _____

What it should NOT support yet: _____

Known weakness to disclose internally: source / definition / CRM history / finance reconciliation / spreadsheet bridge / owner gap.

7. Choose the first repair

First repair: freeze definition / set source precedence / reconcile finance / clean CRM history / document spreadsheet bridge / assign caveat owner.

Owner: _____ Due: _____

Next review date: _____ Confidence label after repair: _____

Domain Methods next step

If teams disagree about the winning metric, start with Three Teams, Three Numbers. If the source path cannot hold the claim, start with Data Foundation.