

# Your CEO Success Roadmap

## Your Funded Onboarding Guide

You're actively in the room and you are pitching, applying, closing. This roadmap is your strategic playbook for the next 90 days: how to use your Tier III support to show up fully prepared for every funding conversation that matters.

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## How to Build a Funding Narrative That Closes

*How do I make my financials tell a story that moves funders to yes?*

At Tier III, you're not just preparing for funding. What you are doing is actively pursuing it. The difference between an application that gets passed over and one that gets funded is rarely the numbers themselves. It's how clearly and confidently the founder commands the story those numbers tell. This section shows you how to build that narrative — and how to use your Tier III support to sharpen it before you walk into the room.

### Lead with your financial arc

Funders read financials the way a reader reads a story. They're looking for a beginning (where you started), a middle (the progress you've made), and a future (where the funding takes you). At this stage, your arc should be clear, documented, and ready to present at any moment. You should be able to answer these three questions without hesitation:

- **Where have we been?** 12 months of revenue history showing your baseline, growth rate, and key inflection points.
- **Where are we now?** Your current profit margin, cash position, debt-to-equity ratio, and runway.
- **Where are we going?** A projection showing what changes, with specific numbers, when the funding is in place.

*This is exactly what your full financial statement review and custom projections support inside Tier III are built for. Bring your numbers to your first 1-on-1 call and we'll build this arc together.*

## ***The Four Elements Of A Funding Narrative That Closes***

### **1. The problem your numbers solve**

Every funding application answers an implicit question: Why does this business need capital right now and why is now the right time? Your financials should make that answer undeniable. Use your investor-ready financial package to connect the ask directly to the opportunity.

<b>Your Financial Signal</b>	<b>The Narrative It Supports</b>
<b>Revenue Plateau</b>	You've proven the model and hit a capacity ceiling. Funding is the unlock, not a lifeline.
<b>Positive Operating Cash Flow</b>	The business is self-sustaining. Funding accelerates what's already working, not what's struggling.
<b>Seasonal Revenue Pattern</b>	Strong annual performance with predictable slow periods. Funding bridges the gap strategically.
<b>Strong Unit Economics</b>	Each client or product is profitable at current scale. Funding multiplies a proven return.

## 2. The numbers that anchor your ask

At Tier III, your funding ask must be specific, defensible, and tied directly to financial outcomes. A vague ask signals a founder who hasn't done the work. Your custom financial projections support is designed to help you build this precision.

- **The ask:** State the exact amount and break down the specific use of funds by line item.
- **The return:** Show the projected financial impact with a timeline. This includes, revenue increase, margin improvement, or capacity added.
- **The assumptions:** Know the assumptions behind your projections and be ready to defend them confidently.

*Example: "We're requesting \$50,000 to hire one full-time service delivery team member. Based on our current client acquisition rate of 2 clients per month, this hire allows us to take on 4 additional clients at \$2,500 each — generating \$120,000 in additional annual revenue against a \$60,000 salary cost, with break-even at month 5."*

## 3. Addressing the gaps with authority

Every set of financials has a moment that could raise a question. At Tier III, you don't wait for the funder to find it instead, you address it first, with full context and evidence of your response. This is what separates a CEO-level presentation from a pitch that leaves doubt in the room.

- **Name it:** "In Q2 we saw a revenue dip of 18%."
- **Own the context:** "This was a planned transition. We off-boarded a low-margin client and relaunched our core offer."
- **Show the outcome:** "By Q3, revenue had returned to baseline and has grown 12% month over month since. Our margins improved by 8 points as a result."

*Your direct feedback on your financials inside Tier III is specifically for moments like this. Bring the version you're nervous about — that's the one we refine together.*

## 4. The CEO close

End every funding conversation, written or in person, with a statement that connects your financial trajectory to your vision and leaves no doubt about your readiness to lead at the next level.

*Strong close: "Our financials show a business that has proven its model, maintained positive cash flow through its growth phase, and is now positioned to scale with precision. We've done the work to get here. This funding is the bridge to the chapter we've already built toward — and we're ready to execute."*

## Your investor-ready narrative document

Before any pitch, grant submission, or loan application, your one-page financial narrative summary should be polished and ready. At Tier III, this document gets reviewed and refined with you directly. It should include:

- A 3-sentence business overview with current revenue, growth rate, and market position
- Your top 3 financial metrics and the specific story each one tells
- The funding ask, exact use of funds, and projected 12-month financial impact with assumptions
- One sentence on how you've navigated challenges and what it demonstrates about your leadership

*Your investor-ready financial package is one of the most powerful tools inside Tier III. Use it before every major submission. The goal is that nothing in your package surprises you — because we've already seen it.*

**Your Next Step:** Book your 90-Day CEO Momentum Plan call using the link in your welcome email. Come ready to share your funding opportunity, your timeline, and your biggest financial question right now. We'll take it from there.