

HITLAB

Ignite: *Investment Readiness*

Startup Strategy Sprint

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Introduction



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Investment Readiness--Why This Matters?



- 2023 Estimated Market Value: \$51.8 billion
- 2029 Forecasted Market Value: \$117.37 billion

[Yahoo Finance](#)



Investor interest is growing, but founders must *speaks the investor language*



Only 2% of VC dollars go to female-only founding team —*investment readiness helps close the gap.*

[Harvard](#)

Types of Investors: Not All Money Is Equal

Type	Stage	What They Want	Typical Check Size
Angel Investors	Pre-seed/Seed	Vision, team, impact	\$10k–\$250k
Corporate Venture Arms	Seed–Series B	Strategic fit, growth, IP	\$250k–\$2M
Venture Capital (VC)	Seed–Series A+	Scalable model, big TAM, exit potential	\$500k–\$10M
Impact/NIH/Health Equity Funds	Varies	Measurable social/clinical ROI	Varies

Key questions for investors when building your syndicate:

- Investment thesis / mandate
- Preferred syndicate position (lead or follow)
- Follow-on capability
- Decision making process and governance
- Value beyond capital (industry connections, access to resources etc.)
- Where / how do you see value in the business

What It Means to Be Investment Ready

Category	Key Question
Clear Problem–Solution Fit	Can you articulate the specific pain point in women’s health and how you’re solving it?
Defined Business Model & TAM	How big is the market? How do you generate revenue? Be realistic but ambitious.
Traction or Signals	What early indicators show this is working?
Strong Team Story	Why this team for this problem?
Data Room Basics	What do you have ready for investors?
Competitive Landscape & Differentiation	How are you differentiated from everyone else doing this?

Common Mistakes



Chasing VC
before traction



Over-engineering
product with no
validation



Underselling
team/vision



Ignoring regulatory &
reimbursement
context (*esp. in
FemTech*)

You don't have to be fundraising to start being investor-ready

Checklist:

- Validated problem & market fit?
- Early traction or pilots?
- Regulatory & reimbursement strategy?
- Credible team & advisors?
- Clear, defensible financials?
- Data security & compliance in place?
- Investment ask & use of funds?

Breakout Activity

- Review the Investment Readiness spreadsheet
- Reflect on your startup's current level of readiness
- Rate yourself 1–5 in each section
- Share and discuss your thoughts with the group

Thank you



FOR MORE INFORMATION CONTACT
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