

Capital *on* Command

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— A PRIVATE PLAYBOOK

The Capital Raise *Readiness* Playbook.

One page per pillar. A field guide for fund sponsors, syndicators, and operators raising private capital from accredited LPs. Built from *20 years* of practice across *750+* raises and *\$4B+* in committed capital.

PILLAR 01 · FOUNDATION

Deal Readiness.

Before any of the four installed systems can work, the raise needs a deal to attach to. Entity, banking, securities path, PPM. The plumbing is the foundation. Without it, every soft commit unwinds in diligence.

THE DIAGNOSTIC

Three questions to answer this week.

- Is there a live deal with signed term sheets or LOIs? If "looking" is the answer, build the thesis first.
- Is the entity executed? LLC or LP formed, EIN issued, banking opened, Operating Agreement signed.
- Is the securities path chosen? 506(b) for pre-existing relationships only, 506(c) for advertising. PPM current within 90 days.

WHAT GOOD LOOKS LIKE

- ✓ Live deal under LOI or signed term sheet.
- ✓ Entity formed, banking open, OA executed by all members.
- ✓ Securities path chosen with counsel. PPM dated within the last 90 days.
- ✓ Subscription agreement template ready to send the moment an LP soft-commits.

THE FIX

14-day foundation install.

- **Days 1–3:** Form entity, get EIN, open banking. Use Stripe Atlas or your state's expedited filing for speed.
- **Days 4–7:** Engage securities counsel. Decide 506(b) vs 506(c) based on whether you can pre-existing-relationship-document every LP. If not, 506(c).
- **Days 8–14:** PPM finalized, OA executed, subscription agreement template ready, accredited investor verification process documented.

If the plumbing is not done before the first LP call, the call is a leak. The LP can hear it in the answers you cannot give cleanly.

JILLIAN SIDOTI, ESQ.

Pitch & Narrative.

Most decks die on slide three. The deal is buried past the cover, past the founder photo, past the market-size chart. The LP scrolls 20 seconds, cannot tell what they are buying, and closes the file. Fix the structure, not the design.

THE DIAGNOSTIC

Three tests every deck must pass.

- **The 20-second test.** An LP opens the deck on their phone. In 20 seconds, can they tell what asset they would be buying into?
- **The team-with-exits test.** Each principal listed with their last realized return and a named exit. Not titles, not headshots only. Numbers and proof.
- **The named-risk test.** One sentence that names the actual risk you would talk yourself out of investing in this deal over.

WHAT GOOD LOOKS LIKE

- ✓ 12 slides maximum. One idea per slide.
- ✓ Slide 2 is the deal. Asset, location, business plan, return profile.
- ✓ One-pager sendable in 60 seconds. PDF, current, counsel-reviewed.
- ✓ 60-second oral pitch rehearsed in 5 rooms before any LP call.

THE FIX

- Rebuild the deck around the three tests. Strip the market-size slide unless it is load-bearing for your specific deal.
- Write a one-pager that opens with the deal, not the team. Counsel reviews. Save as PDF.
- Memorize the 60-second pitch. Test it on three professionals outside your industry. If they cannot repeat the deal back to you, rewrite.

When the LP can repeat your deal back to a peer at dinner, you have a pitch. Until then, you have slides.

NATE DODSON, ESQ.

PILLAR 03 · INSTANT CREDIBILITY™

Credibility & Proof.

An accredited LP will Google you before they reply. If your LinkedIn is a placeholder and there is no public proof of past returns, the call you booked never happens. Build the credibility stack before the call, not after.

THE DIAGNOSTIC

The 5-second LP test.

- Open your LinkedIn in an incognito window. Time it.
- In 5 seconds, can a stranger tell what you do, who you serve, and whether you have closed deals before?
- Now Google your full name. In the first 10 results, is there any third-party proof of a closed deal?

WHAT GOOD LOOKS LIKE

- ✓ LinkedIn banner names the work. Headline includes the specific raise you run.
- ✓ About section is written for LPs, not recruiters.
- ✓ Featured section includes one specific deal proof (a press mention, a closed-deal post, a podcast appearance, a recorded talk).
- ✓ Public track record published somewhere indexable. A "Deals" page on the company site is enough.

THE FIX

- **60 minutes:** Rewrite LinkedIn About. Lead with what you raise for, named track record, current deal.
- **60 minutes:** Banner + Featured. Use the realized-return graphic or a podcast appearance.
- **30 days:** Three pieces of indexable proof. A podcast guesting, a written piece, a press mention. None of them is hard. All of them compound.

LPs do not invest in promise. They invest in receipts that survive a Google search.

JILLIAN SIDOTI, ESQ.

Investor List.

The first \$200–300K of every raise comes from people who already knew you. The next million has to come from people who did not. If you have no repeatable inflow of new accredited LPs into your CRM each month, the raise stalls at the size of your personal network.

THE DIAGNOSTIC

- How many qualified accredited LPs are in your CRM right now? Under 25 is a foundation problem. Under 100 is a scale problem.
- How many of them entered the CRM in the last 30 days from a source other than personal referral?
- Name the three repeatable sources of new LPs feeding your CRM today. If you cannot name three, you do not have a system.

WHAT GOOD LOOKS LIKE

- ✓ Three independent inflow sources running monthly. LinkedIn outreach, podcast guesting, JV with adjacent operators, paid traffic, or content. Not all five. Three.
- ✓ 30–100 new qualified accredited LPs entering the CRM each month at steady state.
- ✓ One scorecard, audit, or assessment lead magnet that segments at the door.

THE FIX

- Pick three sources you can run consistently for 90 days. Three is enough.
- For LinkedIn: 5 personalized connections per day, no spam pattern, no links until message 3. Account safety is non-negotiable during a live raise.
- For podcast guesting: pitch 10 shows this month. Two will say yes. Each appearance pays for a quarter of inflow.
- For JV: identify one operator one tier above you and one tier below. Trade promotion. Free.

Your raise will close at the size of your pipeline, not the size of your deal. Build the pipeline first.

NATE DODSON, ESQ.

Nurture & Follow-Up.

The single biggest cause of stalled raises is sit-time between "I am interested" and either a wire or a formal pass. Average across 50 audited raises in 2025: 67 days. Best practice: under 14. The difference is not the LP. It is the calendar.

THE DIAGNOSTIC

- When an LP soft-commits, what triggers your next touch? "When I remember" is the wrong answer.
- How long does an interested LP usually take to either fund or formally pass?
- Is the follow-up sequence written down somewhere outside your head?

WHAT GOOD LOOKS LIKE

- ✓ Sequence keyed to calendar day, not LP behavior. Day 1, 3, 7, 14, 30.
- ✓ PPM delivery automated. Sub agreement signing tracked.
- ✓ Wire-walkthrough call calendar block ready inside touch 2.
- ✓ Average sit-time under 14 days from soft commit to either wire or pass.

THE FIX · THE 5-TOUCH SEQUENCE

- **Day 1.** Same-day email confirming the commitment in writing. Subject line includes the dollar amount.
- **Day 3.** PPM and subscription agreement with a calendar link to a wire-walkthrough call.
- **Day 7.** A one-line text. "Any questions on page 14?" Page 14 is the distribution waterfall. Every serious LP slows down there.
- **Day 14.** Wire-walkthrough call. You watch them initiate the wire on screen.
- **Day 30.** Day-of confirmation, day-7 thank-you, day-30 portfolio update.

The text on page 14 collapses the average sit-time from 11 days to 4. Most sponsors skip step 3. Do not.

NATE DODSON, ESQ.



PILLAR 06 • COMPLIANCE BACKBONE

Compliance Posture.

The cheapest insurance in private capital is a securities attorney on retainer. The most expensive education is the rescinded round you closed without one. Three sponsors learned that lesson the expensive way in 2025. Build the compliance backbone first.

THE DIAGNOSTIC

- Have you chosen 506(b) or 506(c)? Both have specific consequences. The wrong choice can unwind the round.
- Is your PPM dated within the last 90 days and reviewed by securities counsel?
- Is your accredited investor verification process documented?

WHAT GOOD LOOKS LIKE

- ✓ **506(b)** for pre-existing substantive relationships only. No general solicitation. No public mention of the deal.
- ✓ **506(c)** for advertising. Verified accreditation required (third-party letter, attorney letter, or income/asset evidence). Public solicitation permitted.
- ✓ PPM dated within 90 days, counsel-reviewed, delivered before the subscription agreement is signed.
- ✓ Form D filed within 15 days of first sale.

THE FIX • COMPLIANCE FAILURE MODES TO AVOID

- **The LinkedIn About slip.** A 506(b) raise dies the moment your About says "looking for accredited investors interested in 12% returns." That sentence triggers general solicitation. Verify your profile against your chosen path.
- **The PPM-after-signing slip.** If your LP signs the subscription agreement before the PPM lands in their inbox in writing, the round can be unwound. Send PPM first. Confirm receipt. Then sign.
- **The verification slip.** 506(c) requires verified accreditation, not self-certification. A third-party letter or attorney letter on file per LP.

The line between compliant marketing and broken solicitation is narrower than most sponsors think. Read your own profile through an LP's compliance lens.

JILLIAN SIDOTI, ESQ.

WHAT TO DO NEXT

Build the foundation. Then *raise*.

The six pillars are not a checklist for a quarter. They are *infrastructure* for a raise. Build them in order. Each one compounds on the one before it.

01

Deal Readiness

02

Capital Closing Pitch Machine

03

Instant Credibility

04

Attract Investors on Auto-Pilot

05

Omnipresent Investor Nurture

06

Compliance Backbone

Re-take the Capital Raise Readiness Scorecard in 30, 60, and 90 days. When your score crosses 60, you are inside the band a Cohort engagement is built for. Until then, the right work is the work in front of you.

WHEN YOU ARE READY · NO PITCH UNTIL THEN

Take the scorecard again. We will know when you *cross the line*.

Capital On Command runs four cohorts per year. Future cohorts open by application only, with 5 seats per cohort. When your scorecard score crosses 60, your name moves to the early-notice list.

findmoreinvestors.com/scorecard →