Funding Readiness Map — Tinky Winky

The verdict in five lines

You are not ready to apply this month — and the reason is not traction. It is structured. The product lives inside your parent company, has no legal identity of its own, and nobody works on it full-time. An investor cannot buy shares in a department, and a grant committee cannot sign a contract with one.

Both problems are fixable in 6–10 weeks. Fix them, prove one acquisition channel with real match tracking, and this becomes a fundable pre-seed story: first free advisory from EBRD Star Venture, then a Ukrainian grant competition when the sector list fits, then an angel ticket of $50–150K.

Readiness score: 4 / 10. Fixable within one quarter. Do not apply anywhere before Step 2 of the action plan is done.

1. Where you stand today

Your inputs from the intake form and the call. I use these numbers everywhere below — if any of them is wrong, tell me and I will re-score.

Area	What you told me
Product	Mobile marketplace (Android + iOS) that matches people who need to send a parcel abroad with travellers already going that way. Live for 18 months. Main routes: Ukraine ↔ Poland, Germany, Czechia.
Stage	Live product, small organic activity, pre-revenue in practice. You call it "pre-seed". Investors will call it "pre-traction" until activity metrics replace installs.
Legal entity & ownership	No separate entity. The product is a project inside the parent — a Ukrainian IT services company (LLC, ~120 people). Parent owns 100%. Code, brand and app-store accounts are on the parent.
Team	4 people, all part-time, all on the parent's payroll: product lead (~50% of her time), 2 developers (~30% each), 1 marketer (~40%). ≈ 1.5 full-time equivalents. The parent's CEO acts as founder at ~20% of his time.
Money spent so far	~$120,000 over 18 months, all from the parent company's profit.

Area	What you told me
	No loans, no external money.
Traction	14,200 installs (91% Android) · 1,050 registered users (7.4% of installs) · ~140 monthly active senders and ~90 active carriers · ~25 completed matches per month · repeat senders: not measured.
Revenue model & revenue	10% commission on the delivery fee. Average fee $120 → ~$300 of commission per month. Cash-negative by design.
Marketing	~$6,000 on Google Ads over 3 months. Cost per install ~$1.20 on Android. Zero matches attributed to paid installs — attribution is not set up, so "zero" may mean "unknown".
Funding history	One application to a Polish accelerator (spring 2026) — no reply. One angel conversation — "come back with traction". No grant applications yet.
What you are asking for	$150,000 for 12 months: 45% product (adapting the app so private drivers deliver retailers' goods inside Ukraine + fixing onboarding), 35% growth, 20% one full-time hire.
Preference	Grants and programmes first. Equity is acceptable, but the parent has not decided how much of the product it is willing to give up.

2. Readiness score

4 / 10 Fixable within one quarter	This is my assessment of how ready you are to take outside money today — based on your inputs, not a prediction of the outcome. The overall score is a judgement, not an average: one "2" in Structure blocks everything else, so it pulls the total down more than the arithmetic would.

How to read the scale. 1–3: do not apply yet — most programmes give you one attempt per year, and you would burn it. 4–6: fixable within one quarter — fix first, then apply. 7–8: apply now, polish while you wait. 9–10: you choose the money, not the other way round.

Dimension	Score	Why	What moves it up
Traction	4	Real users and real matches exist, but the numbers you present are installs and registrations. Nobody funds installs. Activity is small and unproven on any paid channel.	Monthly active senders/carriers, match rate and repeat rate on a dashboard; one paid channel with a known cost per match.
Team	3	1.5 FTE, all shared with the parent, founder at 20%. The first question from any committee: "Who wakes up every morning owning this?" Today the honest answer is	One named full-time founder/CEO with equity. Developers can stay shared for now.

Dimension	Score	Why	What moves it up
		"nobody".	
Structure	2	No entity, parent owns 100%, IP sits with the parent. Not investable and not contractable as it stands.	Separate legal entity, IP assignment, cap table with founder equity and vesting. See Step 1–2.
Funding history	5	$120K of the parent's own money is a real signal of commitment. No rejections on record. But no external validation either — no grant, no angel, no accelerator.	One programme acceptance (EBRD Star Venture counts) — it becomes the first line of your "traction with funders".
Fit to programmes	6	Ukrainian-owned, in Ukraine, live product: that opens EBRD Star Venture and Ukrainian grant competitions. A consumer marketplace closes EIC and most deep-tech money.	Frame the retail-delivery pilot with signed letters of intent — it moves you from "consumer app" to "logistics B2B", which more programmes fund.

About this sample

This is not the full document. It is an abridged sample, shown only to demonstrate what you receive after the call. The complete Funding Readiness Map continues with four more sections: what's missing, red flags that get you rejected (each with a priority), a step-by-step action plan, and the grant programmes and funds to apply to.

Your own map is written for your startup, with your numbers, within 2 business days after the session.

Sasha Voloshyn · voloshyn.online