CONSULTORA RUTA MAESTRA — CHECKLIST

Business Development Checklist

Before reaching out about a Business Development engagement, review these points. It helps you arrive at the first conversation with the information we actually need to move quickly.

Before the first meeting

- [ ] We have concrete commercial objectives defined, not just a general idea of “growing.”
- [ ] There's a preliminary capital budget, even if not finalized.
- [ ] We can share real current revenue and costs, not just estimates.
- [ ] We've prioritized our target markets or sectors.

For the engagement to move quickly

- [ ] There's an internal owner who can validate the information provided.
- [ ] The engagement horizon is at least 3 months.
- [ ] We're clear on whether the goal is raising capital, commercial expansion, or both.

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