

THE ASTUTE FINDABLE TO FUNDABLE SERVICE

Most founders think funding starts when the pitch deck opens. We’ve learned the opposite: funding starts when your business becomes easy to trust, easy to verify, and easy to scale. Investors don’t just back ideas & viability, they need structure. That’s why Findable To Fundable (FTF) is one of the major pathways into the Astute App Startup Funding Program. This is because funding is beyond pitching, and a solid business foundation is what makes any funding round credible.

Findable To Fundable is Astute App’s visibility-and-structure service where we design and develop your Business Visibility Stack—a connected system that turns your brand from “present” to discoverable, trackable, and investable. In today’s market, visibility isn’t simply marketing. Visibility is integration: when your website, CRM, analytics, and social platforms speak to each other in one synchronized flow, your business stops leaking leads, stops guessing, and starts growing with evidence.

And that’s exactly what one of our startup events, Business Brunch represents. It’s a formal invitation into FTF, where founders and business owners see what’s missing, what’s misaligned, and what must be built before funding becomes realistic.

The Findable To Fundable Stacks Include:

1. Website Audit (for existing brand websites)

If you already have a website, we don’t start by rebuilding—we start by diagnosing. We audit your site for clarity, conversion flow, trust signals, mobile experience, SEO basics, and the customer journey—because a weak website isn’t just a branding issue, it’s a revenue leak.

Cost: £250

2. Website Development (Service-Based Business)

For service brands, we build a website designed to convert attention into leads—fast. Clear messaging, strong positioning, lead capture, and a journey that guides visitors from curiosity to action.

Cost: £1,000 (Service-Based Website)

3. Website Development (E-commerce Business 0-500 Products)

For product brands, we build an e-commerce experience that supports browsing, buying, and returning—smoothly. Product structure, checkout flow, trust-building, and customer journey alignment—so your store doesn’t just look good, it sells.

Cost: £2,500 (E-Eommerce Website)

4. CRM Setup

This is where leads stop getting lost. We set up your CRM to capture and track prospects, manage pipeline stages, improve follow-up, and create consistent reporting—so your business can answer investor questions with confidence.

Cost: £500

5. SEO Setup/Optimization

SEO ensures your business is discoverable by customers and investors alike. We handle keyword research, on-page optimization (titles, meta descriptions, headers), technical SEO (site speed, mobile responsiveness), local SEO where applicable, and content optimization for search intent. Strong organic visibility proves to investors you have a sustainable, cost-effective customer acquisition channel—making you fundable, not just findable.

Cost: £500

6. Integrations & Monitoring

This is where visibility becomes real: synchronization. We connect your website, CRM, socials, and analytics so your systems work as one—then we monitor performance to ensure the stack stays healthy and growth stays measurable.

Cost: £500

Why the synchronization matters

Most businesses have pieces. FTF builds a system.

When your website captures a lead, your CRM records it. When your CRM records it, follow-up becomes consistent. When follow-up becomes consistent, your pipeline becomes measurable. When your pipeline becomes measurable, your growth becomes provable.

That’s the difference between “hoping to be funded” and becoming fundable by design.

READY TO GROW FROM FINDABLE TO FUNDABLE?

Two Options Available

FULL PAYMENTS	PAY IN INSTALMENTS
Full service fee paid upfront, attracts 10% discounts	Initial Deposits and the Balance spread over 6-12months with 10% charge included

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