Earthberries
CAPITAL

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Three questions before you commit to a new market or a new financing route

Before committing to a new market or financing route, clarify the problem, the obligations and the preparation required. At Earthberries, we use these questions to frame tokenization readiness discussions.

01 What problem does it solve?

Name the business outcome that would justify the added complexity. If you cannot name it in one sentence, the route is a curiosity, not a decision.

WRITE DOWN

The outcome, and who in your organisation owns it.

02 What rights and responsibilities does it create?

Every new market and every financing structure creates obligations: to a regulator, to a counterparty, to an investor. List them before the benefits.

WRITE DOWN

The two or three obligations you would be least comfortable explaining to your board.

03 What has to be ready before deciding?

Which facts, documents and decision-makers must be in place for the route to be usable, not just attractive on paper. Preparation is usually the step people skip.

WRITE DOWN

The one thing that is not ready today.

If one of the three has no answer yet, that is the work to do first.