



<b>Contact Information</b> [Name] [Address] [Phone] [Email]	<b>Introduction</b> <ul style="list-style-type: none"><li>You should lead with your most compelling statement of why this is a big opportunity</li><li>Describe, in 2-3 sentences, your novel solution and how it addresses a large market pain or problem</li><li>Briefly describe what you have accomplished to-date</li></ul>
<b>Industry</b> [Generic Industry] [Specific Segment]	<b>Need/Market Opportunity</b> <ul style="list-style-type: none"><li>Explain the big problem you are going to solve or untapped opportunity you plan to exploit</li><li>Describe your value proposition (ex: reduce costs, increase revenues, improve experiences etc.) for your stakeholders, including users and customers</li><li>Describe your target customers and users and how you will bring value to them</li><li>Discuss market size, segmentation, growth, and trends and explain how you'll leverage those to scale the opportunity</li></ul>
<b>Year Founded</b> [2011]	<b>Approach/Offering</b> <ul style="list-style-type: none"><li>Discuss your product/service and how it's unique from others in the market</li><li>Explain where you fit in the value chain (i.e. how your business will add value to raw materials through production, marketing, customer service etc.)</li><li>Provide information on the intellectual property, technology, or science that enables product/service functionality</li></ul>
<b>Employees</b> [2]	<b>Benefits/Go-to-Market Strategy</b> <ul style="list-style-type: none"><li>Explain how you will make money and scale your business model</li><li>Include your pricing strategy and how it compares to your competitors as well as information on distribution</li></ul>
<b>Funding Sought</b> [\$250,000]	<b>Competition/Competitive Landscape</b> <ul style="list-style-type: none"><li>Highlight direct and indirect/substitute competitors as well as the status quo</li><li>Describe your sustainable competitive advantage or how your business is unique and better than the competition</li></ul>
<b>Amount Raised To-Date</b> [\$150,000]	<b>Management</b> <ul style="list-style-type: none"><li>Discuss the background of the management team, board of directors, and advisors</li><li>Describe your talent needs for the short and long term</li><li>Mention names of known companies and individuals who would be willing to provide references</li></ul>
<b>Existing Investors</b> [ABC VC]	<b>Financials</b> <ul style="list-style-type: none"><li>Provide best, normal, and worst case scenarios of company projections, beginning your analysis with your company's capabilities rather than the market opportunity</li><li>Show 5-year projections of revenues, expenses, profit and loss, cash flow, and headcount</li><li>Highlight the key drivers and metrics for your business</li><li>Discuss the total amount of capital raised to-date and the amount you intend to raise</li><li>Show how the company will grow as revenue increases</li></ul>
<b>Ask</b> [\$500,000]	<b>Milestones</b> <ul style="list-style-type: none"><li>Explain the key metrics for your company's success</li><li>Describe the tasks you need to complete in order to increase the valuation of your company and include a priority list and timeframe of when they need to be completed</li></ul> <b>Ask</b> <ul style="list-style-type: none"><li>Identify the amount of money you need</li><li>Discuss how you intend to use the funds and how far the funds will get you in terms of milestones</li></ul>