

COMPANY NAME**Contact Information**

[Name], [Address], [Phone],[Email]

Industry

[Generic Industry], [Specific Segment]

EXECUTIVE SUMMARY**(2-3 PAGES MAX.)****Introduction**

You should lead with your most compelling statement of why this is a big opportunity. Describe, in 2-3 sentences, your novel solution and how it addresses a large market pain or problem. Briefly describe what you have accomplished to-date.

Market Need / Value Proposition

Explain the big problem you are going to solve or untapped opportunity you plan to exploit. Describe your value proposition (ex: reduce costs, increase revenues, improve experiences etc.) for your stakeholders, including users and customers. Describe your initial target customers and users and why they will buy your product/service. Discuss market size, segmentation, growth, and trends and explain how you have determined this market size.

Offering

Discuss your product/service and how it's unique from others in the market. Provide evidence (aggregated data) that you have tested and validated hypotheses with customers and partners (e.g. you have talked to customers, channel partners and domain experts to gather real-world data). Provide information on the intellectual property including the basis for your claims and explain how your intellectual property strategy will create barriers to entry from competition.

Competition & Competitive Advantage

Describe your sustainable competitive advantage or how your business is unique and better than the competition. Highlight direct and indirect/substitute competitors.

Go-to-Market Strategy

Explain your revenue model.
Explain how you will scale your business model.
Explain your pricing strategy and how it compares to your competitors.
Explain how your sales channels and/or partnerships support your go-to market strategy.

Management

Discuss the background of the management team (one short paragraph for key staff) and a list for the board of directors and advisors.
Describe your talent needs for the short and long term.

Financials

Show a snapshot of your 3 to 5-year projections.
Highlight the key assumptions behind your snapshot.

Milestones & Ask

Discuss the total amount of capital raised to-date (equity and/or debt) and your current funding needs. Identify how long the money will last you and your funding strategy for subsequent rounds. Discuss how you intend to use the funds and what they will enable the company to accomplish and how long the funds will last.