



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.