- Key Exec, Position

**Problem**

State the problem the business has identified and wishes to solve. When describing the problem focus on explaining the needs of consumers and how the needs of consumers relate to the problem. This is your chance to convince the potential investors that it is worth doing something about this problem.

**(company logo here)**

**Name of Company**

Address

City•State•ZipCode

Telephone

Fax

Contact name

E-mail

URL

**Funding:**

State your funding history.

Example:

Raised $750K in seed funding in June 09

State your funding expectations.

Example:

Seeking 1st Round: $3M

**Use of Proceeds:**

- Prototyping

- Recruitment

- Equipment etc.

**Revenue Forecast:**

- 2010: $5M

- 2011: $30M

- 2012: $62M

- 2013: $89M

Positive Cash Flow/ Break Even :

- 03/2012 (Include # of units or

time frame)

**Competitive Advantage:**

- Domain Expertise

- Defensible IP

- Estimated Market Leadership

(Months or Years)

**Key Executives:**

- Key Exec, position

- Key Exec, position

- Key Exec, position

- Key Exec, position

**(Note: box sizes are adjustable but keep content to ONE page)**

- Key Exec, Position

- Key Exec, Position

**Traction to Date**

What have you achieved to date - Website, unique visitors, beta customers, partnerships, revenue? What are you proud of?

**Management Team**

Don’t sell yourself short. Include brief biographies about your team, which includes the company’s management and board of directors. It is helpful to list the accomplishments, positions at previous companies, exit strategies used at those companies and education if applicable of your team.

**Business Model**

How will you make money? Be specific. How will you generate revenue and profit? How will you acquire customers and how much will this cost?

**Competitive Landscape**

Describe your competitive advantage. Focus on where you can differentiate

yourself from your competitors. Include as your competition both public and

private companies. Also think about companies, public and private, that may

develop an interest in the future to compete in the market. Examples of how to

do this are highlighting a unique methodology or using examples of satisfied

past clients. Also, include barriers to entry and the company’s competitive

strategy, e.g. low-cost based, first to market, etc.

**Market**

Explain the market conditions and the potential for growth. Include the size of

the addressable market and if the goal is to compete in an existing market or

establish a new market.

**Solution**

Describe your solution to the aforementioned problem. When describing your solution focus on what the benefits will be to the consumer. Avoid technical details and concentrate more on describing what the general gains are

of using your product.