Logo

Name || Email || Phone || Website

Executive Summary

Lay it all out here. This is your chance to make a bold, but to the point, statement about who you are, what you do and why you’re uniquely positioned for success.

Team

Name || Title

List their experiences and skills and describe how they will contribute to the success of the company.

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Problem-Solution

Why will people love you? Explain the problem or missing value that your customer faces and how your product or service will solve it. Clearly communicate your value proposition in the most compelling way possible.

Market-Opportunity

Paint a picture of the customers in your target market including demographic, psychographic, and geographic characteristics. Communicate the opportunity for your business by describing the size and value of this market, and list the specific customer segments (subcategories within your target market) that you will focus on first.

Business Model

Explain how your company will make money. Describe your revenue streams, pricing strategy and cost structure, and explain how they will make your business profitable and scalable.

Customer Relationship

What is your sales and marketing strategy? List the channels you will use to acquire and retain new customers and explain how you will create brand loyalty.

Competition

|  |  |  |  |
| --- | --- | --- | --- |
| Brand | Strengths | Weaknesses | Point of Differentiation |
| Example Co. | What are they doing well in the market? | Where do they cause pain or fail to deliver value? | How is your business better positioned for success? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Competitive Advantage

How will your business compete in the marketplace? Explain how you are different, what you do better, and what advantages you have including any patents, proprietary technology, or unique expertise

Funding

|  |  |  |
| --- | --- | --- |
| Round: | Round: | Round: |
| Amount | Status | Amount | Status | Amount | Status |
| $ | $ | $ | $ | $ | $ |

Financials

|  |  |
| --- | --- |
| Historical Annual Revenue | Projected Annual Revenue |
| 20XX | 20XX | 20XX | 20XX | 20XX | 20XX |
| $ | $ | $ | $ | $ | $ |