

Operating Team

- Name, Position
- Name, Position

Advisory Board:

- Name, Position
- Name, Position
- Name, Position

Prospective Customers:

- Name, Market/location
- Name, Market/location
- Name, Market/location

Particulars:

- *Organization: Name, Legal entity*
- *Bank: Name*
- *Law Firm: Name*
- *Accounting Firm: Name*
- *Stage: Investment Stage*
- *Current Annual Revenue:*
\$ _____

Current Investors:

\$ _____ (source)

Investment Sought:

\$ _____ in equity capital

Use of Funds:

- _____
- _____
- _____

Targeted Launch/ Milestones:

- _____
- _____
- _____

Business Overview. Your opening paragraph is the most important words you will write, you need to grab the reader's attention immediately. Open with your best information on why investment in your company makes sense and why the person should keep reading. You need to be concise. Some questions to consider:

- What are the market needs/ problems to be solved?
- What value are you creating?
- Why this is compelling business model?
- How and why are you positioned to win?

Company. Provide a 3-5 sentence overview of the company & its management. Why should an investor entrust their money to this management team? What does each team member bring to the table (e.g. work experience, education, subject matter expertise)?

Market Problem/Opportunity. Describe the business challenge you are solving.

Questions to consider include:

- What is the pain you are solving?
- What is the current state of the market?
- Why is the market ready for change?
- Why is this problem such a problem for the target market?
- Does the target market understand that there is a problem?

Solution/Value Proposition. Describe your solution. Think about:

- What is the solution you are proposing to the problem defined above? (Don't spend too much time explaining the technology)
- Why is your solution compelling to the target market?
- What advantages does your solution offer to the market?
- How is your solution different from existing alternative solutions (if any)?
- Why would someone consider your solution?
- What metrics would someone use to determine your products value? (Does it reduce time to market? Is it less expensive? Does it create a competitive advantage for the customer?)
- Who are the decision makers in the target market?

Marketplace/Competition. Describe the target market and the applicable competitors. Consider the following:

- What market(s) are you targeting?
- Why are these market(s) attractive?
- How will you compete in the target market?

- Why is the target market in a position to want your product or service?
- Who is your competition (direct, indirect & potential)?
- What do they offer that can create risks or opportunities for you going forward?
- How are you positioned to capitalize on the competitions weaknesses?
- How will the competitors respond to your entry into the market?
- What are your competitive advantages?

Marketing/Sales Strategy. Describe how you will bring the product/service to your target market(s), Consider the following:

- How will the target market learn about your product/service?
- What is your selling message?
- What is your pricing strategy?
- How will you sell to the decision makers? (direct, indirect)
- If using an indirect channel, what incentives will you use?

Management Team. Describe the members of your executive team. Focus on what each team member brings to the company.

- Why would an investor fund this team?
- What industry experience and background does each team member have that gives the investor confidence that he/she can make THIS company a success?
- Why does this team work well together?
- What "holes" (if any) are in the management team

Financial Projections. Describe the financial situation of your company.

- What are your expected costs & revenues over the next three years?
- Do you have revenue? If not, when?
- What are the costs associated with getting a sale?
- When will you be profitable?
- You should consider showing this information in table or graphical format.

Investment Opportunity. This is where you tell the reader what you are asking for and why the investment will pay off.

Questions to consider:

- How much are you asking for?
- What will the money be used for?
- How will the investment result in your achieving the identified milestones?
- Why will you win in the marketplace?
- How will investors recoup their investment (i.e. exit strategy)?