

The Vision – one sentence, clear and simple

The Pain/The Problem

Add a description of the problem your company will be solving

The Solution

What your company does.

Total Addressable Market

Describe addressable market in past, current and future terms

INFOGRAPHIC:

Competition and Differentiation

Describe competitors by (i) selecting two important and distinguishable traits in your solution (which are also the most important traits) and (ii) comparing to other brands (whether in direct, product or category competition) to your product.

INFOGRAPHIC: Positioning Map

Status

What have you achieved so far? (bullet points, info images)

P&L – Three Years

Projected high level profit/loss for 2-5 years (should be based on more elaborate budget).

INFOGRAPHIC: Graph.

Funding Needed

Funding needed?

Achievable Milestones

What will you do with the money (milestone wise)?

The Founders

Founder 1

Founder 2

Founder 3 / Advisory Board

Final Message!