

**Insert your high
resolution logo**

Contact Name and Title
Email:
Phone:
Web:

Management:

Titles, names, and previous, relevant experience

Key Advisors/Board Members:

Industry:

Number of Employees: #

Bank:

Law Firm:

Acctg Firm:

Amount of Financing Sought:

Current Investors:

(\$Amt. Invested)
Any Venture Capitalists,
Private Investors, Investment
Banks, or Personal Funds

Use of Funds: i.e. Product
development, marketing/sales,
distribution, etc...

Business Description: Clear description of your business- start with a one sentence, clear description of your business.

Company Background: Provide a short summary of your company background. What was the genesis of this concept and how did your company get started.

(Please be sure there is line break between each of the sections)

Problem/Solution: Discuss the key pains in the industry and quantify how big they are (time, \$\$, etc.). What is currently being done to solve these pains?

Products/Services: How is your product/service uniquely qualified to solve this pain. Convey to the investor that the company and product truly fill an unmet need in the marketplace. The characteristics that set the product and company apart from the competition need to be identified (competitive advantage).

Technologies/Special Know-how: Discuss the sources of your technology and highlight the aspects of your product that may be protected by IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.

Markets: Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.

Competition: List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

Business Model and Distribution Channels: How will you sell and price your product (subscription, license, recurring revenue, etc.). Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc...).

Financial Projections: (Show at least from 2008 – 2013, can show earlier years also for trending)

Revenue:
EBIT:
(dollars in thousands)
