Insert logo

**Company Description**

**Pain**: (Currently the following problem exists... Describe the need perceived by the customer and include current failed solutions if appropriate)

**Solution**: (Amplify on above -- so investors can understand. Why now and why you?

**Company Name**

Address: *(Only city & State required)*

Phone:

Website:

Presenter:

Email:

# Technology

(Use this area to describe development history, product stage, and product offerings).

***Basic Details:***

Founded In:

# Of Employees:

# Competition

***Funding History:***

Total Raised to Date: $

Total Seeking: $

Committed Funds (If Any): $

Valuation Expectations: $

Use of funds: *(Not OpEx but milestone based)*

(Use this area to list competitive technologies, please be specific. Identify most significant first, including indirect competition. You may classify in groupings).

# Defensibility

*Funding History:*

Total Amount Raised to Date:

Participants Amount

Individuals:

VCs:

Others:

Total Seeking:

Committed Funds (If Any):

Use of funds:

(Use this area to describe barriers to entry – be sure to include business and technology barriers).

***Financials:***

Burn Rate: $X/month current

Cumulative Revenue: $X

Cash Flow Positive in: Year X

**Market Size:**

TAM: $X , based on XYZ predictions/report

Estimated Reach: X % By Year: X

**3-Year Revenue Forecast:**

Year 1: $

Year 2: $

Year 3: $

# Business Model

(Use this area to explain your business model. Identify account sizes, gross margins, sales cycle, sales channels, your sales pipeline).

***Team:***

*(Please include founding team/executive mgmt (be sure to specify domain and/or past startup experience). No full bios are needed; instead please just highlight relevant past experience and list those referenced companies).*

# Go To Market Strategy

(Use this area to clearly articulate how you plan to go to market. Is this a direct, indirect or channel strategy? Be very specific in this section as it is perhaps the most important area that investors need to feel comfortable with!)

# Milestones

(Use this area to list your major milestones to date. Design wins, pipeline, customer traction, partners, etc).