# *Company Name*

## **Contact Name and Title**

***Address: Street, City, State, Zip***

**Phone:**

**Email: Web: Insert Company LOGO**

**Management:**

*Titles, names, and previous, relevant experience*

**Key Advisors/Board Members:**

**Industry:**

**Number of Employees:** *#*

**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.*

**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).*

**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.* ***(Focus on Addressable Market)***

**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 Customers:** *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…). Include any current customers buying your product and what traction you have in the marketplace.*

**Financial Projections:**

  **2017** **2018**  **2019 2020**

**Revenue:**

**EBIT:**

**(dollars in thousands)**