Instructions:

Fill in the underlined blue fields below according to the instructions located below in grey. Replace grey instruction text with your company’s info. Try to be as clear and concise as possible.

**Feel free to change the font back to black!!! The blue and gray format is for illustrative purposes only. Be sure to remove any text in parentheses such as the number of words suggested.**

**Venture Atlanta will ONLY Review a one page summary.**

*Paste your logo here*

Business Description: (suggested 20-30 words)

*A clear description of your business. The first 1 sentence should be a succinct description of the business. Avoid buzzwords; describe exactly how your company engages in commerce (i.e., how you earn / will earn money).*

Company Background: (suggested 50-60 words)

*Provide a short summary of your company background. What was the genesis of this concept and how did your company get started? What is the origin story?*

Problem/Solution: (suggested 50-60 words)

*Discuss the key pain points in the industry and quantify how big they are (time, $$, etc.). What are your competitors doing to address these pain points?*

Products/Services: (suggested 50-60 words)

*Describe how your company addresses the pain point(s) above. Concentrate on value proposition and customer benefits. Convey to the investor that your company and product truly fill an unmet need in the marketplace, clearly identifying your competitive advantages (the characteristics and competencies that set you apart from your competitors).*

Technologies/Special Know-how: (suggested 40-50 words)

*Discuss the source(s) 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: (suggested 30-40 words)

*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: (suggested 30-40 words)

*Describe your current and future competitors. Quantify any external risks that your company may be exposed to. Use this opportunity to further demonstrate knowledge of the landscape and your competitive advantage.*

Business Model and Distribution Channels: (suggested 20-30 words)

*Define a clear go-to-market strategy. Summarize your sales, marketing, development, and strategic partnership plans. Highlight current achievements and a clear growth plan. Answer the question, “how will you sell, price, and deliver your product (subscription, license, recurring revenue, via web, via direct sales, via channel partners, etc.)?”*

Contact: *(Name and Title)*

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

Phone:

Email:

Website:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PROJECTIONS | *2019* | *2020* | *2021* | *2022* | *2023* |
| **Revenue** (in millions) |  |  |  |  |  |
| **EBITA** (in millions) |  |  |  |  |  |

Management:

*(Titles, names, and previous, relevant experience)*

Key Advisors/Board Members:

*(list names)*

Industry:

*(name industry)*

Year Founded:

*(year)*

Number of Employees:

*(FT: #*

*PT: #*

*Contractors: #)*

Bank:

*(if none, write “none”)*

Law Firm:

*(if none, write “none”)*

Current Investors:  
*($Amt. Invested*

*Any Venture Capitalists,*

*Private Investors, Investment Banks, or Personal Funds)*

Monthly Burn Rate:

*(place burn rate)*

Financing Sought:

*($M)*

Use of Funds:  
*(x% Product Development  
x% Marketing/Sales  
x% Operation/Inventory  
x% Existing Debt  
x% Legal/Other ... )*