# [Company/Project Name]

## Executive Summary

[Tag Line - A short and attractive tagline to describe your proposition]

**Contact Information**
[Name
Address
Phone/Email]

**Industry**
[General Industry]
[Specific Industry/Segment]

**Development stage**
[Startup/Revenue/Profitable]

**Year founded**
[2005]

**Number of Employees**
[2]

**Funding Opportunity**
[$100,000]

**Use of Fund**
0% Product Development
0% Marketing/Sales
0% Operation/Inventory
0% Existing Debt
0% Legal/Other ...

**Current Monthly Burn Rate**
[$0]

**Current Monthly Revenue**
[$0]

**Existing Debt**
[$0]

**Existing Investors**
[Equity ratio/Amount]

### THE GRAB

[Provide a short description of the investment opportunity you are presenting in the form of vision and/or mission statement]

### PROBLEM/OPPORTUNITY

[Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Include the profile of target customers]

### SOLUTION/PRODUCT

[Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits]

### POTENTIAL RETURN/REVENUE MODEL

[Explain the potential profit from this project and provide supporting data such as market size, market share and growth rate. Describe your revenue model and expected profit margin]

### COMPETITION

[Describe your current & future competitors and any other external risks that the investment may be exposed to. Demonstrate knowledge of the landscape and your competitive advantage]

### EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans. Highlight milestones achieved to date and planned for future]

### FINANCIALS

[Describe the financial resources that you have or need to make the plan successful. Include available and projected cash, burn rate and revenue. Explain how far will the investment take you and how do you plan to continue from there]

### THE TEAM/RELEVANT EXPERIENCE

[Introduce your team and emphasize on what YOU bring to the table. Explain the role and responsibility of each member and any other human resources that you would need to execute the plan.]

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