

# [Company/Project Name]

## Executive Summary

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

*Fill in all [ ]; keep to one page, back and front*

### Contact Information

[Name  
Address  
Phone/Email]

### Industry

[General Industry]  
[Specific Industry/Segment]

### Development stage

[Idea/Prototype  
Developed/Beta Testing  
/Revenue/Profitable]

### Year founded

[ ]

### Number of Co-founders /Employees

[ ]

### Funding Required

[\$100,000]

### Use of Funds

0% Product Development  
0% Marketing/Sales  
0% Operation/Inventory  
0% Existing Debt  
0% Legal/Other ...

### THE GRAB

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

### OPPORTUNITY/PROBLEM

[Describe the problem you are trying to solve, or the unmet need. Who is the user, what are their pain points? How many users have you interviewed (those who will use your product/service)? What did you learn? Did you target the correct people to interview? How did you identify this opportunity and how did you come up with your solution?]

### PRODUCT/SERVICE

[Describe the solution to the opportunity above. What evidence do you have that this product will work? Do you have any intellectual property (not required). What's unique, how do you do it differently?]

### MANAGEMENT TEAM

[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.]

### MARKETING OPPORTUNITY

[Describe the Market segments your product addresses. Who is the target customer and the user needs addressed by your business. What is the size of the market, current and projected? What is your value proposition?]

### COMPETITIVE LANDSCAPE

[Provide an overview of competitive landscape (Direct and Indirect). Describe your competitive advantage/strengths and barriers to entry.]

### EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans (vendors, distributors, etc). Highlight milestones achieved to date and planned for future. Identify how you will acquire your first customers and what channels you will use to reach your customers. Define how you will scale.

### FINANCIALS

Describe your revenue model (who is paying you and why), and expected profit margin. Describe the financial resources that you have or need to make the plan successful. Describe the costs to launch, and the major financial assumptions you are making.

### ROAD MAP

Describe the current status of the business and traction to-date. Identify key risks/challenges and how to mitigate. Milestones for the next 6-12 months