

Startup Name | TAGLINE

Executive Summary

(Assume that the person only reads this section and you should be able to communicate your business as an investment opportunity. This is the hook that compels the investor to read on)

Product/Solution/Value Proposition

(How does your product, service, design, process, invention solve the problem or exploit the opportunity outlined above)

Revenue Model

(How will you make money, identify all possible revenue streams and timelines of when they are expected to be introduced)

Traction Milestones To-date

(What have you achieved so far, how much work have you done already, include revenue figures, number of vendors on board, number of customers, social media reach, product development progress, any investments raised, media coverage received)

Investment Sought/Type of Investment/Use of Funds/Next Milestones

(What is the amount of investment/grant you are looking for? Breakdown of how the money will be used? What will the money help you in achieving? What is the expected return for the investor?)

FINANCIAL INFORMATION:

Capital Raised/Invested \$

Debt \$ (how much has someone else put in)_____

Equity \$ (how much money have you personally invested)_____

Cash Available \$ (what is left from the money that was available)_____

Monthly Net Burn \$ (how much do you spend on a monthly basis)_____

Capital Seeking \$ (the amount you are looking to raise)_____

COMPANY INFO:

Website: _____

Industry: _____

No. of Employees: _____

Incorporation Status: _____

Established in: _____

Contact Person:

(Name), (Designation)

Contact:

Email:

Cell:

EQUITY DISTRIBUTION:

Founder 1: %

Founder 2: %

Founder 3: %

Options Pool: %

Investor 1: %