



<b>LOGO</b>	<p><b>One-line Pitch</b></p> <p>Type of company and product. <i>We do _____ for _____ because it helps them do _____ better/faster/more efficient, etc. No more than three sentences.</i></p>	<p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>• CEO Name,</li> <li>• Title</li> <li>• Phone &amp; Email</li> </ul>
<p><b>Problem</b></p> <p>Clear, concise explanation of THE problem. Describe how the problem came about and why it still exists. Explain why the status quo is not addressing the problem correctly.</p> <p>Add objective metrics. No more than four sentences.</p>		<p><b>Solution / Product</b></p> <p>Why is your product the solution to THE problem just described?</p> <p>Discuss practical applications and IP position (if any). No more than four sentences.</p>

**Competitive Advantage**

Tell me about what makes you unique. What is your secret sauce? Can be included in Solution / Product.

Value proposition: what behavioral change are you looking to make so that customers cannot live without your product?

**Business / Revenue Model**

How do you make money? Can be included in One-line Pitch

**Market**

Who are your first customers? Talk about who you are going to sell to. Description of your ideal customer.

Make sure you break down the TAM, SAM, SOM segments to show there is a focus to your strategy. Talk about the market growth (CAGR) and that there is a market need.

**Competition**

Several players are located around our space:

- Competition 1 – product
- Competition 2 – product

Talk about current offerings and deficiencies for your specific market.

**Marketing (GTM) Strategy**

How are you going to get the product to your customers? Talk about distribution channels and the ease of access to customers. Detail some exit strategies or strategic partnerships. No more than five sentences.

**Traction / Milestones (past and future) / Financials**

Include your current milestones (traction) using objective metrics. If pre-revenue, talk about your development.

Talk about your next milestones regarding product development and growth.

	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
Revenues	44K	525K	1.47M	2.81M	11.8M
Expenses	229K	822K	2.82M	3.06M	4.86M
EBITA (Loss)	(185K)	(297K)	(1.35M)	(251K)	6.94M

Current Net Burn: \$26.8K/mo.

Explain your R&D and business development timelines and milestones. Investors want to see that their investment will be used to achieve value-increasing milestones. How much money are you going to need after this round and when?

**Funding and Use of Funds**

*NewCo seeks \$X.XM to \_\_\_\_\_, and \_\_\_\_\_.*

Add Use of Funds breakdown.

**Founder Team & Advisors (if any)**

Talk about management team’s experience: *NewCo’s management team brings \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.*

- John Smith                      CEO; Serial entrepreneur, MBA from Wharton School, University of Pennsylvania
- Michael Dormer                CTO; formerly lead engineer at Amazon and Microsoft; B.S. in Engineering, UMass-Boston
- Megan Norman                 CFO; former start-up lawyer at Big Law Firm; J.D., Brown University; CPA