

(Company Name with contact info)

Management Team:

CEO

CTO

Finance

Marketing

Product Development

Etc...

Industry: *i.e. Data Management*

Number of Employees:

Financing Sought:

i.e. \$2M

Use of Funds: *i.e. Product development, marketing/sales, distribution, etc...*

Advisors:

Attorney:

Accountant:

Mission/Problem: *i.e. A computer on every desktop*

Business Description: *Briefly describe the general nature of your company. From this section the stakeholders and reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate.*

Company Background: *Provide a short summary of the company's background.*

Products/Services: *Convey to the reviewers that the solution truly fills an unmet need in the marketplace. The characteristics that set the solution apart from the competition need to be identified (competitive advantage).*

Technologies: *In this section, highlight whatever aspects of your solution that may be protected by current 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. Also, identify any relevant dependencies.*

Markets: *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. Also, mention your revenue model in this section.*

Distribution Channels: *Indicate which channels will be used to deliver your products/service to your target markets (i.e. systems integrators, independent software vendors, partner offerings, direct sales force, channel partners, etc...).*

Competition: *List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.*

Execution Plan: *Describe the strategy to capture the market including sales, marketing, development, and partnership plans. Highlight past and future milestones.*

Financial Projections:

	FY 20XX	FY 20XX	FY 20XX	FY 20XX
Revenue				
Operating Income				
Etc...				