

Company:	Investment Sector:
Address:	Company Website URL:
Contact Person:	Title:
Phone:	Email:
Date Founded:	# of Employees:
Total Funds Raised to Date:	Current Investors:
Amount of Funding Sought:	
Use of Funds:	Revenues to Date (Cumulative or Yr over Yr): 20__ : 20__ : 20__ :

<b>Company Description</b>
<p>A basic 2 or 3 sentence description of what your company does: What do you make/provide? Who uses your product/service? Who do you sell to/how do you make money?</p> <p>Avoid overselling your concept. Do not use over descriptive language or terms that are too technical. You are trying to prepare the reader with a basic idea of your business so they will have a framework to evaluate the value proposition.</p> <p>You can briefly describe significant milestones achieved: product development, customers, revenues, partnerships.</p>

<b>Market Opportunity</b>
<p>This section is critical. Your analysis should be both quantitative and qualitative. Your objective is to demonstrate four points:</p> <ol style="list-style-type: none"> <li>1. You have identified a significant pain point and solution for a particular market situation. This is your value proposition.</li> <li>2. Your value proposition translates into a viable business opportunity. Some ideas are not necessarily good business opportunities. You need to demonstrate how your solution will generate a user base and revenues (transaction fee, licenses, advertising etc.).</li> <li>3. You have a deep understanding of the market's dynamics. What are the usage and purchase behaviors of the users/consumers in this market? What are the distribution channels in this market?</li> <li>4. The size of the target market justifies an investment to develop your venture. Market opportunity can be defined by the demographic size of the target market and/or the \$'s spent. If available, show expenditure numbers in aggregate and on a per user/customer basis. Data should reference research sources.</li> </ol> <p>Graphics (charts, tables, graphs, bullet point lists) combined with textual analysis are very effective for communicating your data and also makes the information more easily digested.</p>

### Competitive Analysis

You should provide general descriptions of all competitive alternatives and detailed profiles of the significant competitors in your direct space. Profiles should include an overview of products/features, data on customer/partner traction and funding information.

Note that in addition to direct competitors within your space, there may be indirect competition from outside your direct space.

In addition to competitor profiles, you should compare and contrast your company to the competitors' offerings. Analyze where you are positioned relative to the competition, what competitive advantages you have and how you can defend your eventual market position.

Your analysis can incorporate product/service feature tables and/or competitive matrices.

### Product/Service Description

Describe in detail your product/service offering and current stage of development (concept, Beta testing, commercial release). Provide an overview of your feature set and emphasize any aspects of your product/service that are unique to your company. A process diagram can be used to demonstrate how the product/service will be used. Screen shots will help the reader visualize your product offering. If you are early in product development, demonstrating functionality will be more important than appearance.

If your product is still in development, provide a road map of production milestones. You can describe your IP status or strategy as it relates to defending your position.

If available, provide information on your anticipated or actual pricing schedule.

### Company Status/Milestones

Describe the current status of your company as a business entity – where you are incorporated, the company's location(s), # of employees. It is optional, but you may also list your professional service providers (law firm, bank, CPA).

Provide an overview of any relevant business development milestones achieved:

- For direct to consumer companies, you should provide available data on # of users and/or activity (site hits, downloads, unique registrations, transactions, revenue and its sources).
- List and provide some detail on any relevant agreements/partnerships you have secured. These will depend on the nature of your venture but can include arrangements for manufacturing product, distribution, joint marketing, endorsements, certifications etc. You should describe the nature of each agreement/partnership in terms of what it is meant to accomplish, what you are contributing and what you expect from the other party.
- You may also cite any industry press coverage on your company.

### Sales and Marketing Strategy

Detail your strategic goals for positioning yourself in the market.

Identify the avenues you will pursue to create market awareness, build a user base and generate revenues. What tactical steps do you plan to initiate to accomplish your strategic goals. You want to be as specific and tangible as possible in describing how you will establish your product/service/company in the market. Describe any unique marketing tactics or perspective you will employ.

Profile any distribution partners, organizations, retailers, advertising mediums etc. with whom you intend to initiate contact and describe the benefit to your company from the relationship.

A timeline may be useful to outline the various steps involved in your marketing campaign and when each step will be initiated.

### Management Team, Board, Advisors

Profile key members of the management team. Profiles should include a description of current role and responsibilities, summary of relevant professional experience and a listing of each person's educational degrees, licenses and certifications. Investors will be evaluating whether the team has the relevant industry experience and operational abilities to take advantage of the market opportunity and successfully execute on the business plan.

Key Board Members and company advisors should be included with a description of what type of assistance they are providing to the company.

You should identify any hiring needs you have to fill gaps in the management team.

### Financial Information

You should present an income statement with any available historical numbers with projections for the next 3 to 5 years. Your financial projections should include the following line items:

- Revenue – Try deriving revenue projections from Bottoms Up not Top Down assumptions.
- COGS – What level of margins can you achieve?
- Marketing Expenses – how much are your customer acquisition costs?
- G & A Expenses – what are the team's salaries and other fixed costs?
- Net Income

Projecting revenues 5 years out is not much more than an educated guess without any significant operating history. More important is to list what are your key revenue drivers and the underlying assumptions behind your projections.

#### *Funding Requirement*

In presenting the amount of capital you are trying to raise, you should give detail about what the funds will be used for, what milestones the company will work to accomplish with the funding and for how long the funding will last.