

Insert Company Logo **Insert “elevator 1-liner” here - a clear, concise 1-liner about your solution. Ex.) NewCo is _____ for _____.**

Grab

Insert 1-2 sentence elevator pitch here. Remember that this is the grab. You want me to read the next paragraph.

Market Opportunity

Insert bottom up market size analysis here.

Problem

Insert your problem statement here. What problem are you solving by bringing this wonderful company to market.

Competitive Advantage

Insert your competitive advantage(s) here.

Solution

Insert your solution to the big problem here. What does it do, who are the stakeholders. Some detail, but don't give up the secret sauce.

Business Model

Insert how you make money here. This is one of the hardest things to get right with a new company and you may need to test different business models.



First Last, CEO

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First Last, CTO, PhD

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First Last, VP Business Development

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First Last, VP Marketing, PhD

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Financial Projections	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$	\$\$	\$\$\$	\$\$\$\$	\$\$\$\$\$
Expenses	(\$)	(\$\$)	(\$\$\$)	(\$\$\$)	(\$\$\$)
Net Income	(\$)	\$\$	\$\$	\$\$\$	\$\$\$\$

Ask

Use of Funds

Series A of \$M

30% Sales, 30% Marketing, 30% Engineering, 10% Other
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First Last, CEO

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