

Name of idea: max 7 words to describe the value

(company logo)

General information:

Founded:

URL:

Contact:

Phone:

Email:

Elevator pitch:

Elevator pitch is short, concrete and attractive. It gives the listener or the reader idea of your product and business without going into details. Remove all words that are not relevant or necessary.

Funding:

Funding needed (seed money, in €)?

Sum of money self-financed/grants:

Problem:

What is the pain that customer has? Is something missing from the market? Is there something unique or with extra value you are offering to the client that the client really needs or is interested in?

Seeking for:

Competence to your core team, collaboration partners, investors, mentors, coaches etc.

Revenue forecast:

2017:

2018:

2019:

Rough calculations in addition to previous: expected profit, loss, current runway? Revenue drivers?

Solution:

How does your product or service solve customer's problem? What kind of value are you offering to the customer?

Core team:

Names with position in the company. LinkedIn link. Briefly about previous experience and competencies.

Business/revenue model:

What is your revenue model? Who is your target group? List your main partners.

Income from:

1. ...
2. ...
3. ...

Current status:

What have you achieved so far? Is your prototype ready, do you have first customer feedback etc?

Market:

How big is your market (in €)? Where is your market? What is your go-to-market strategy?

Go-to-market strategy:

1. ...
2. ...
3. ...

Key milestones:

What are your key milestone in the nearest future with dates (activities, resources)?

Competition, Competitive advantage:

Who are your main competitors (provide a list)? What is your competitive advantage? How can you maintain your advantage in long run