

replace with
LOGO

Company Profile

Industry

i.e., Data analytics

Founded

Year

Location

City, State

Employees

of employees, interns,
and team members

Fundraising

Stage (i.e., Seed, A Round)
Funds raised to date
Amount of investment that
venture is currently seeking

Vertical

Niche within your industry

Patents/IP

List any and status of filing
If not applicable, NA

Executive Team

Founders
C-Suite Members

Advisory Board

Name, Company

Key Company

Contact

Name
Title
Phone
Email

Company Website

URL here

Tagline: What is the company about? (four – six words that convey it)

Summary

High level project description that describes your business and frames the industry or business thesis. This is **not** a detailed description of your product's features or the specific services you provide. You may consider briefly discussing the company mission and vision as related to your target market—get across the *why* of your business.

Problem

The problem statement is your first opportunity to introduce the fundamentals of your business thesis.

- How do you know there is a need for this product, service, facility, or technology platform?
- What primary research has proven the existence of a significant problem, can you point to specific examples/customer discovery data points?
- What forces are leading to this particular problem: market, political, economic, social, etc.?
- How long is this problem expected to last, what is the window of opportunity?

Solution

This is the most critical section of your one-pager. Capture your audience here and provide an eureka insight, or lose them entirely. Describe the product, service or technology you are developing in as much detail as possible, given the space constraint. What's the value proposition? Be very specific.

- What makes your solution unique?
- What value will you be delivering to your target market?
- How does your product/service/technology solve the problem?
- What customer discovery have you done to validate your idea?
- What do you need to launch?

Target Market

This section should combine a quantitative analysis of your market—size, growth rate, location—with a qualitative discussion of your target user—psychographic, demographic, and behavioral. Demonstrate a thorough understanding of your market and its participants, as well as your go-to-market strategy. How are you ensuring your reaching customers with the right message, at the right time, with the right offer?

Competitive Advantage

Every business has some sort of competition—direct, indirect, substitution. The worst thing you can say is that you have zero competition. Highlight your key competitors and their modus operandi.

- What products or services do your competitors offer?
- How much do they charge?
- What is their customer acquisition strategy and how effective has it been?
- How are you different from your competition?

Business Model

Use this section to detail how your business will make money.

- How and what will you charge for each product, service or technology?
- What's your basic business model?
- What's your path to market?
- What are your key revenue drivers and cost factors?
- How much do you need to raise to launch?
- When do you hit breakeven and profitability?