

Initial call

10 minutes pitching

Basic info

FINANCIAL INFORMATION

- Previous Capital:
- Monthly Net Burn:
- Pre-money Valuation:
- Capital Seeking / Investment
- Offer:
- Smart Money:

USE OF FUNDS

- XX% Product Development
- XX% Marketing/Sales
- XX% Operation/Inventory
- XX% Legal/Other

CORE TEAM & ADVISORS

- CEO & Co-founder
- xxx & Co-founder
- Core experiences and Competences

CAP TABLE

- XX% - xxx
- XX% - xxx
- XX% - xxx
- XX% - xxx

Executive summary

PROBLEM / OPPORTUNITY

- Problem Target buyer's need
- or desire (avoid technical
- terms > focus on explaining
- the opportunity)
- Profile of target customers

SOLUTION / PRODUCT

- How they want address the
- need or opportunity
- Essential value proposition
- Customer benefits

BUSINESS MODEL

- Potential profit from this project
- Revenue model
- Expected profit margin

MARKET

- Market size (TAM, SAM i SOM)
- Market share
- Growth rate
- Market trends / scenario
- Knowledge of the landscape

COMPETITORS & COMPETITIVE ADVANTAGE

- Current competitors
- Future competitors
- UVP Any other external risks that the investment may be exposed to

EXECUTION PLAN / GO TO MARKET STRATEGY

- How they plan to pull it off
- Summary of their sales, marketing, development and partnership plan
- Highlight milestones planned for future

TRACTION

- Achievement of the startup
- Highlight milestones achieved to date
- Results (sales, users, CAC,..