

### Contact Info

Startup Inc.  
 Address Line 1  
 Address Line 2  
 Phone:  
 Website:  
 Email:

### Revenue Model

Estimated Annual Revenue  
 Estimated Revenue Growth  
 Gross Margins  
 Exit Strategy

### Financial Information

Capital Seeking: \$ K in in 3 phase:  
 a) Phase 1 (month 0-3, \$ K) for prototype building;  
 b) Phase 2 (month 3-6, \$ K) for product development;  
 c) Phase 3 (month 6-12, \$ K) for marketing/sales, licensing/legal expenses.

Capital Committed: \$ K

Investment to Date: \$ K

### Team

CEO: Name & Experience  
 CTO: Name & Experience  
 Other Co-Founders:  
 Name & Experience  
 Name & Experience  
 (highlight previous successes)

### Advisory Board

Scientific Advisors:  
 Name & Experience  
 Business Advisors:  
 Name & Experience  
 (highlight previous successes)

### Value Proposition

- Who you are, what you do, and why you are going to win?
- Identify the market and product.

### The Problem

- Who has this problem? How big of a problem is it?
- Do other solutions currently exist?

### Target Market

- Who is your target customer & how many are there?
- How much is spent per year in your product category?
- Estimated market share.

### The Product

- Describe how to solves the problem with visuals/demonstrations.
- How/why is it different/better?
- Demonstrate the proprietary technology with charts & figures.



### Competition & Advantage

- Who else is competing for your customers? How big are they?
- Your competitive advantage?

### Marketing Plan

- How will you acquire customers? Who sells/distributes your product?
- Any existing connections with sales/distributors?
- Is your marketing strategy the same or different as your competition?

### Traction

- What customers have you already talked to/worked with?
- What milestones have you accomplished? Any product roadmap?
- Any strategic partnerships?

	2016	2017	2018	2019	2020
<b>Revenues</b>		\$71K	\$1.5M	\$5M	\$10M
<b>Expenses</b>	\$224K	\$315K	\$1.85M	\$2.23M	\$2.82M
<b>EBITDA</b>	\$-224K	\$-244K	\$-0.35M	\$2.77M	\$7.18M