

This is a template for a 1-2 page teaser intended to help you provide us with an overview of your business and its potential. All headlines may not apply to your specific business. Feel free to structure the document in a different way.

Company name

The customer need

- The problem you solve (that customers in the market will be willing to pay you for solving).

Market

- Type of industry
- Size
- Main players

Business drivers

- Conditions (price, efficiency, public regulation, service, delivery time, etc) that influences buying decisions on the designated market

Solution & Technology

- How you solve the customer's problem
- An easily understandable explanation of the technology comprising your product

Competition (or potential partners)

- Main competitors for your product on your market (not necessarily with the same technology)

Go to market plan

- The customers that you will address and what you will offer them
- Channels you will use to address your customers
- Why this approach is a good idea

Business model

- How you will make money (selling products, services, consultancy, licensing, etc.)
- How scalable your business model is

Team

Team members and their individual competencies (technology, business, management)

Investment opportunity

- Investment needed
- What you will use the investment for
- Exit opportunities

Timeline

- Company's history
- Future milestones to be accomplished

Forecast

- When you expect to start making money
- When you will be able to reach break-even

Current owners

- Current investors in the company

IP

- How your technology is protected