

COMPANY NAME /LOGO

Location City, State

Industry (e.g. data analytics)

Vertical (niche within your industry)

Founded Year

Key Company Contact Name Phone Email
URL

Patents/IP List IP (if any) and status
of filing. If none, N/A.

Fundraising Stage (i.e., Seed, A Round)

Advisory Board Names, Companies

Tagline: Aim for six words or less to be effective, catchy, clear and impactful. It should convey the company purpose and mission.

Company Overview In one or two sentences, describe what your company does and what problem you’re solving. Make it clear, concise, and compelling.

Problem The problem statement is your first opportunity to introduce the fundamentals of your business thesis. Describe the problem your target market faces. This should be a pain point that your startup addresses, and it’s important to communicate why this problem matters. What primary research has proven the existence of a significant problem. A key statistic may be included here. You may also address:

- What forces are leading to this problem: market, political, economic, social, etc.
- How long is this problem expected to last, what the window of opportunity is

Solution This is the most critical section of your one-pager. Capture your audience here and provide an eureka insight. Explain how your product, service or technology solves the problem you outlined. Be clear and specific about what makes your solution unique and why it stands out from competitors. You may also address:

- What customer discovery have you done to validate your product, service, technology

Market Opportunity This section highlights the size of your target market and its potential for growth. Include key statistics and data that shows the size and potential growth opportunity and why it’s a great space to be in. This section may also address the qualitative discussion of your target user using psychographic, demographic, and/or behavioral descriptors. Demonstrate a thorough understanding of the size and potential growth of your market and its participants, as well as your go-to-market strategy.

Traction

Show your progress. What traction have you achieved. If you’ve already acquired customers, hit significant milestones, or achieved certain financial goals, this is the place to mention them.

Competitive Advantage

Outline what makes your venture different from competitors. What is your unique selling point, and why will you win in this market? 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 how you different or better when compared to their product offerings and features.

Business Model Describe how your company makes money and become profitable. Be sure to include information about pricing, revenue streams, and any plans for future monetization, scaling. Depending on the space constraints, you may wish to include:

- Your basic business model, key revenue drivers and expense drivers
- Your pricing strategy and path to market

Our Team Investors invest in people as much as they invest in ideas. Highlight the key members of your team, their experience, and why they’re uniquely qualified to lead this startup.

Call to Action/Future Milestones End with a clear ask—whether it’s funding, a meeting, a merger/acquisition, or a potential strategic partnership opportunity. Be specific about what you want from the reader. If it is funding you seek, this section may be called **Financial Summary** and should include brief snapshot of your financial projections, current funding status, and how much investment you’re seeking to get to launch (or next step) over what period of time. You should give investors a clear idea of your financial health and growth potential.

Company LinkedIn, IG or Website
(if applicable)