

Vision.

Grab the attention

The Problem.

Why the world needs you

The Market.

Total Available Market (TAM)

Customers characteristics

The Solution.

How you solve the problem

Business Model.

How you make money

Competition.

Compare your solution to competitors

Traction and Validation.

Showcase your KPIs

Marketing and Sales.

The Path Forward

Team.

Why you are the right team to execute this vision

Financials.

Past numbers and future projections

Investment and Use of Funds.

Monies needed and how you are going to use them