

**Vision.**

Grab the attention

**The Problem (or Opportunity).**

Why the world needs you

**The Solution.**

How you solve the problem

**Team.**

Why you are the right team to execute this vision

**The Market.**

How big is the market (TAM SAM SOM)

Customers characteristics

**Competition.**

Compare your solution to competitors

**Business Model.**

How you make money

**Traction and Validation.**

Showcase your KPIs

**Financials.**

Past numbers and future projections

**Strategy, Marketing and Sales.**

The Path Forward

**Investment and Use of Funds.**

Monies needed and how you are going to use them