# Company Profile

**Industry**

i.e., Data analytics

# Founded

Year

# Location

City, State

# Employees

# of employees, interns, and team members

# Fundraising

Stage (i.e., Seed, A Round) Funds raised to date Amount of investment that venture is currently seeking

# Vertical

Niche within your industry

# Patents/IP

List any and status of filing If not applicable, NA

# Executive Team

Founders

C-Suite Members

# Advisory Board

Name, Company

# Key Company Contact

Name

Title Phone Email

# Company Website

URL here

# Tagline: What is the company about? (four – six words that convey it)

**Summary**

High level, 2-3 sentence description that describes your business and frames the features or the specific services you provide.

# Problem

The problem statement is your first opportunity to introduce the fundamentals of your business thesis.

* How do you know there is a need for this product, service, facility, or

technology platform?

* What primary research has proven the existence of a significant problem, can you point to specific examples/customer discovery data points?
* What forces are leading to this particular problem: market, political, economic, social, etc.?
* How long is this problem expected to last, what is the window of opportunity?

# Solution

This is the most critical section of your one-pager. Capture your audience here and provide an eureka insight, or lose them entirely. Describe the product, service or technology you are developing in as much detail as possible, given the space constraint. What’s the value proposition? Be very specific.

* What makes your solution unique?
* What value will you be delivering to your target market?
* How does your product/service/technology solve the problem?
* What customer discovery have you done to validate your idea?
* What do you need to launch?

# Target Market

This section should combine a quantitative analysis of your market—size, growth rate, location—with a qualitative discussion of your target user— psychographic, demographic, and behavioral. Demonstrate a thorough understanding of your market and its participants, as well as your go-to-market strategy. How are you ensuring your reaching customers with the right message, at the right time, with the right offer?

# Competitive Advantage

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 their modus operandi.

* What products or services do you competitors offer?
* How much do they charge?
* What is their customer acquisition strategy and how effective has it been?
* How are you different from your competition?

# Business Model

Use this section to detail how your business will make money.

* How and what will you charge for each product, service or technology?
* What’s your basic business model?
* What’s your path to market?
* What are your key revenue drivers and cost factors?
* How much do you need to raise to launch?
* When do you hit breakeven and profitability?