

Main Bullet #1

Bullet #2

Bullet #3

LOGO

Business Summary

XYZ is a <description of business>. Our clients are <client type> who need to <why they buy>. Unlike our competitors, who <things your competitors do>, our clients <benefit of your product/service>. <Brag about your achievements to date>.

Customer Problem

Describe the pain in the market that your product addresses. Investors want to invest in pain-killers, not vitamins.

Our Solution

Describe how your product solves the problem. Stress specific customer benefits. Emphasize quantifiable benefits, e.g., time or money saved.

Target market

State the size and character of the target market. Make your numbers realistic and quote reliable sources to back it up. Don't just say, "This is going to be a £100 billion market." Identify some of the market forces that are changing. Show that you understand your market, and identify the market gaps that your product/service is designed to exploit.

Competitors

Describe the key competitors. Don't try to downplay your competitors, or say, "We have no competition." No savvy investor will believe this—there is always an alternative to buying what you offer.

Competitive Advantage

Highlight the competitive advantages of your solution. How is your product/service better, faster, cheaper?

Customers & Partners

Show some of your significant customers, or potential customers who have shown an interest in your offering. Show strategic partners or alliances. Show logos where possible.

Revenue Model

Show how you are going to make money - Who are your customers? How will you sell your product? How many people will buy it? How much will it cost you to produce? How much will you charge?

Exit Strategy

Who will buy the company and why? Can you give examples of similar company exits? How much will the investor make?

Financials

	Last year Year 1 (if any)	Year 2 Projection	Year 3 Projection	Year 4 Projection	Year 5 Projection
Revenue					
Closing Cash Balance					

Contact

Your Name, Phone eMail www.XYZ.com

Management

List the key executives and a brief description of their backgrounds. Include advisors, board members, or others involved in the venture who can lend credibility to your story.

Achievements

Show any milestones achieved. Especially, highlight what's different since the last round of funding—what you accomplished specifically with money raised. Give a brief summary of funding to date, valuation, etc.(if any)

SEIS & EIS

We have successfully been awarded pre-approval for the government Seed Enterprise Investment Scheme and Enterprise investment Scheme (if you have applied)

ESG Impact

Describe the impact your company/product(s) or service(s) will have on society and the environment and how these will be measured. If possible, include SDG goals you are focused on and any other diagrams to help illustrate where you are focused.

General information:

[Sector]
[Stage - Start-up etc]
[Year established]
[Number of staff]
[Projected breakeven date, if applicable]
[Shareholders and %]

Funding

Show future funding requirements. Show roughly where you are going to spend the money. EG: XYZ Ltd is seeking £150,000 SEIS for a major sales and services expansion. If they have applied for Innovate UK - please mention