

Team name

Brief introduction (¼ page)

The introduction should be a very short and exact description of the concept, solution, strategy and implementation.

Product and/or service and business model (1 ¼ page)

Background

Describe what problem your customer is facing i.e. the customer pain.

Business concept

Describe your concept, and how it solves the problem the customer is facing.

Value proposition

Describe exactly how your solution creates value for the customers. Furthermore, you can describe how your concept is innovative or unique.

Prototype

Show your prototype and or finished product.

Business model

Show your business model and explain how it is profitable and sustainable.

Market and competition (1/2 page)

Market and competition

Describe the market and customer segment that you will be/are operating in. Estimate the size of the market and the rate at which it is growing (if relevant).

Competition

Describe the competitive landscape and show how you have a competitive advantage. Describe how you can prevent others from copying your concept or you will stay ahead of the competition (patents, branding, people with key skills, copyright, etc.).

Team, implementation, traction and budget (1 page)

Team

Describe your team, your core competencies and your plan to develop this team.

Implementation plan

Show your go to market strategy and illustrate through a timeline if possible.

Traction

Show how far you are in the business development process. Have you done market testing, do you have sales, do you have partners or letters of intent?

Budget

Provide a budget that illustrates your revenue model and how you expect to scale your business.