

TITLE

# I. PROBLEM

What is the problem you are solving or willing to solve. Tell a short story / situation.

## 2. SOLUTION

What is the solution. What is unique about it.

## 3. AUDIENCE

Formulate who are Future customers.

Value proposition?

## 4. MARKET

Total addressable market.

What share are you aiming to acquire in further years?

## 5. GO TO MARKET STRATEGY

How you are going to reach customers and sell? What channels or techniques?

## 6. COMPETITION

Who are they and how do you differ

## 7. BUSINESS MODEL

How will you make money?

How much you plan to earn?

## 8. THE ASK / NEED

What do you need to achieve this?

Money, people, connections...?

## 9. MILESTONES

What's achieved so far?

Next steps?

## 10. TEAM

Who are you?