

COVER

Date

Team Name

Logo

PROBLEM

which problem you are going to solve, express user's needs, not yours

The Solution

Describe your product/service
Provide mock up or real picture that showcase
how it works & consumer or product journey

MARKET

COMPETITION

OPPORTUNITY

USP / Unfair Advantage

Unique Selling Point,
What are the advantages compared to other
solutions, Why is it the right time now?

REVENUE OR BUSINESS MODEL

Explain how your solution is or will be profitable

VALIDATION AND/OR ROADMAP

How has your solution been validated
You can provide a map of your startup milestones

MARKETING & SALES STRATEGY

Outline your marketing & sales plan

TEAM

Team members with the role in the team and why are they the best

FINAL PAGE

CALL TO ACTION