

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

Summary

High level project description that describes your business and frames the industry or business thesis. This is not a detailed description of your product's features or the specific services you provide. You may consider briefly discussing the company mission and vision as related to your target market—get across the why of your business.

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

Problem

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

- x How do you know there is a need for this product, service, facility, or technology platform?
- x What primary research has proven the existence of a significant problem, can you point to specific examples/customer discovery data points?
- x What forces are leading to this particular problem: market, political, economic, social, etc.?
- x 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 ver . a 0-26.6e-85 Twit (be00)k_3 (p