

Company Name

Product Logo if one exits

Any Tag Line

Website

Industry: Describe Industry

Management:
Names and titles

Board of Advisors:
Names

Revenues:

2011 Actual \$\$\$\$
2012 projected \$
2013 projected \$ M
20014 projected \$ M

Current Debt:

Founders: \$100K
Line Of Credit: \$50K

Previous Investment:

Founders \$500K
F&F seed \$350K

Financing Sought:

\$XXX Million at \$XXX
per common share

Use of Proceeds:

Personnel, product
development,
marketing, selling
expenses

Business Description:

Company Name in Bold: A few sentences that describe the company, basically your elevator pitch.

Unique Value Proposition:

What is the fundamental need you are satisfying in the marketplace that will make you successful?

Key Success Factors:

- Success Factors leading to execution of the business plan
- Typically covers competitive threat or weaknesses that will be made strengths.

Key Risk Factors

- Key Factors that may cause failure, competitive issues

Status: List some key milestones and current status for moving forward....customers, beta release or patents pending

Funding structure preferred: How is it going to be structured? Preferred, common, convertible.

Exit Strategy: Acquisition by a ??? type of company is likely or if you have a specific path to a small cap IPO or similar

Documents Available: Private Placement Memorandum, Power Point, Articles, business plan