**Business Value Proposition**

##### Management

#### **President and CEO**

#### **CFO**

#### **VP Marketing**

* **VP Technology**

**Current # of employees =**

**Company Structure**

Advisors

**Board of Directors**

**Accountants**

**Attorneys**

Ex:: *For (a certain kind of customer) who needs (to solve a certain kind of problem), we offer (a viable solution to that problem). Unlike (the current way that problem is solved), our solution (is different or better or both) because (it uses an innovation that no one else has yet implemented).*

**Technology/Innovation & Special Know-How**

Describe the product or service you have created (or will create) with emphasis on how it includes a long-term, sustainable advantage (e.g., protected Intellectual Property, barriers to entry, established industry standards, switching costs, etc.).

**Business Model**

Describe how the company will make money (products, services, licensing, etc.) with emphasis on how your innovation will enhance current industry revenue streams or create new ones.

**Customers**

Describe who your customers are (or will be), what their specific needs are, and how they make buying decisions.

**Competition**

Who else is attempting to serve your current or planned customers? Is the status quo a viable solution for most of the customers? If so why would your innovation cause them to alter the status quo?

**Strategic Partners**

Identify current partners (and their role supporting your Business Model), and/or partnerships you plan to pursue.

**Marketing and Distribution**

How will you make your product or service known to potential customers and how will those customers get access to your product or service?

**Company Status and Milestones Accomplished**

Have you achieved a “proof of concept” and/or “proof of relevance” milestone? If so, describe it. If not, describe what those milestones will be and when they can be achieved.

**Amount Invested to Date**

**Financing Sought and Use of Funds**

Identify the amount being sought and describe the specific actions that will be taken to achieve “proof of concept” and/or “proof of relevance” milestones or to grow the business beyond the current

|  |  |  |  |
| --- | --- | --- | --- |
| **Projections**  **($ in Millions)** | **Year 1** | **Year 2** | **Year 3** |
| **Revenue** | $ | $ | $ |
| **EBIT** | $ | $ | $ |
| **Net Income** | $ | $ | $ |