**TITLE: SIX TO TEN WORDS RECOMMENDED**

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| **Contact Information** Name Address Email  Phone  **Development stage** ex: Startup or Revenue or Profitable  **Year founded** XXXX  **Management Team**  Name  Position  Name  Position  Name  Position  **Funding Sought** $0  **Use of Fund** 0% Product Development 0% Marketing/Sales 0% Operation/Inventory 0% Existing Debt 0% Legal/Other  **Current Monthly Burn Rate** $0  **Current Monthly Revenue** $0  **Current Investors** Name  Name | **ONE LINE PITCH**  [Make sure to keep this to one sentence. Include how much funding you are seeking and why you are seeking it (i.e. how will it be used?).]  **PROBLEM/OPPORTUNITY**  [What problem does your business intend to solve? What opportunity does your business plan to exploit? Why have others not addressed it before?]  **BUSINESS SUMMARY**  [This is a 1-2 sentence summary of your business, NOT your development project. Highlight the mission of your company.]  **TARGET MARKET**  [How large is the market, where it is, and who are the customers?]  **COMPETITION**  [Describe your competitors and how you are positioned relative to them. Also show your unique competitive advantage.]  **PRESENT POSITION**  [What has your business accomplished thus far? If you are in the early stages of development, describe what development has been completed to date. Include relevant details about feedback received to date (testimonials, customer feedback, etc.).]  **SALES CHANNEL**  [Describe the channel you (intend to) use to sell your product (App Store, Steam, Google Play store, self-publish / direct sales, etc.).]  **CUSTOMER ACQUISTION STRATEGY**  [Describe how you will acquire your customers.]  **FINANCIALS**  [Show revenue, costs, and profits for three years. If your business is a startup, show expected revenues, costs, and profits. Best to use a visual here (i.e. Table).]  **MANAGEMENT TEAM**  [Describe the core management team including their years of experience and relevant work experience.] |