

紅杉資本 Sequoia Capital

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The logo for Sequoia Capital, featuring the word "SEQUOIA" in a bold, dark grey, sans-serif font, followed by a green icon consisting of three stylized, overlapping leaf-like shapes.

Company purpose

Define your company in a single declarative sentence. This is harder than it looks. It's easy to get caught up listing features instead of communicating your **mission**.

Problem

Describe the **pain of your customer.**

How is this addressed today and what are the **shortcomings to current solutions.**

Solution

Explain your eureka moment.

Why is your **value prop** unique and compelling? Why will it **endure**? And where does it go from here?

Why now?

The best companies almost always have a clear **why now?** Nature hates a vacuum—so **why hasn't your solution been built before now?**

Market potential

Identify your customer and your market.
Some of the best companies **invent** their own markets.

Competition / alternatives

Who are your direct and indirect

competitors. Show that you have a plan to

win.

Business model

How do you intend to thrive?

Team

Tell the **story** of your founders and key team members.

Financial

Is If you have any, please include.

Vision

If all goes well, what will you have built in five years?