



universidade
de aveiro incubator
pci · creative
science park

Startup Name/Brand

Company purpose Start here: 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.



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1

Problem

Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.

2

Solution

Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?



3

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?

4

Market potential

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

5

Prices and conditions

You got the sale! Now, how much money will the customer pay for it and how will he pay?

6 Team

Tell the story of your founders and key team members.

7

Recap & vision

Provide a small recap of this document focusing on how do you solve the problem and if all goes well, what will you have built in five years