# TITLE

## Overview and Origin

\* Name of company

\* When was the company incorporated?

\* Who are the founders of the company?

\* How did the idea for the company (or project) come about?

\* How is the company funded? How much funding have they received?

## Business Activities

\* What specific problem is the company or project trying to solve?

\* Who is the company's intended customer? Is there any information about the market size of this set of customers?

\* What solution does this company offer that their competitors do not or cannot offer? (What is the unfair advantage they utilize?)

\* Which technologies are they currently using, and how are they implementing them? (This may take a little bit of sleuthing&mdash;you may want to search the company’s engineering blog or use sites like Stackshare to find this information.)

## Landscape

\* What field is the company in?

\* What have been the major trends and innovations of this field over the last 5&ndash;10 years?

\* What are the other major companies in this field?

## Results

\* What has been the business impact of this company so far?

\* What are some of the core metrics that companies in this field use to measure success? How is your company performing based on these metrics?