Guideline:

***Introduction:*** Company name, Company logo, a clear, catchy  title for the concept or solution.

***company details*** : Location of operations, mission and objectives of the startup, description of product or service.

***Problem/Challenge Statement:*** What is the problem you are trying to solve?, Clearly define the challenge or gap the business is facing, Include relevant background and context.

***Proposed Idea/Solution:*** Highlight unique aspects of the idea or solution. Emphasize why it’s different or better than existing alternatives.

***Targated market:*** Describe the target market , the total market size , the market share that the company will target.

***Key Features/Innovations:*** Highlight unique aspects of the idea or solution, Emphasize why it’s different or better than existing alternatives.

***Competitive Advantage:*** Describe direct and indirect competitors,Your competitive advantage,anticipate potential obstacles,propose strategies to address them.

***Funding Request(if necessary):*** Amount requested,industry focus,venture stage,timeline to achieve profitability,monthly burn rate.

***Management Team:*** Team members (names & titles),relevant knowledge, skills, experience,advisors, Board members, Investors.

***Technology Strategy:*** Product architecture overview, key technologies & platforms(could be online based), security/Deployment plan,terms and policy.

***Business Strategy:*** Partnerships,marketing plan (web/social/electronic/print),sales plan (direct/indirect/channels).

***Financial Strategy:*** Funding sources & amount, use of funds, revenue model, cash flow projection.

***Implementation Plan:*** Provide a step-by-step process to execute the idea.,include a projected timeline for implementation.