Startup Name

Logo / branding / images

The Landscape

Current Problem

Define the real problem / need you're solving
For who? (Personas)

Current Solution

What is currently solving the problem?
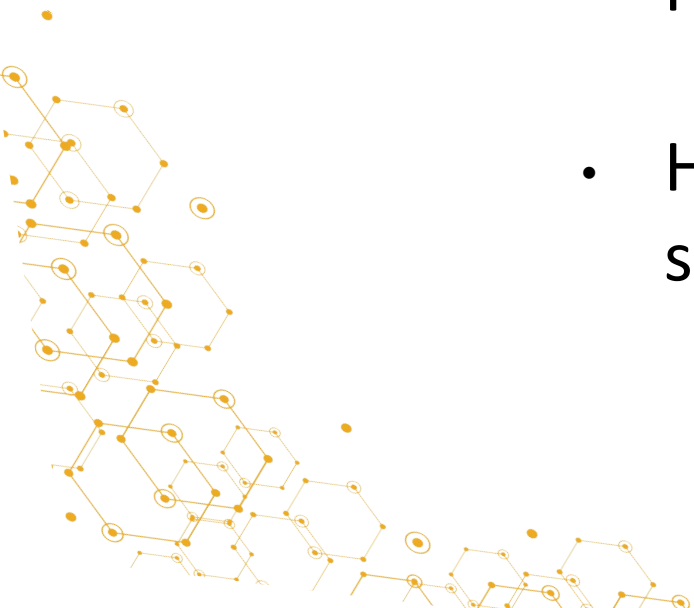What are they doing right & wrong?

Our Solution

The Product / Service

In 140 characters or less, describe your Product / Service

- How do customers value your solution?

- How is your solution better than the existing solution? (Solution / UVP)

Images and visuals are better than lots of text: show don't tell

Market Validation

How big can this get?

- What proof of market do you have? (Include stats from your research eg. X many people will spend X)

- What is your market size? (Talk in stats – people, money, etc.)

Competition

Where do you fit in the market?

- Who are your competitors? What are their strengths / weaknesses?

- How are you better / different? (UVP / Unfair Advantage)

Revenue Model

How we make money…

- How do you make money?

- Who pays you?

- Describe how you get your product to your users – subscription, referral, retail, etc.

API

How are you going to use the API

- Why do you need the API?

- What will you use the API for?

Financials

Unit information
- Cost per item
- Selling price per item
- Profit per item

Three Months Targets
- What do you hope to achieve for you business in the next three months
- What targets will you measure to know if you are doing well or not

Our Team

Why are you the people for this?

- Who is in your team & what will their responsibilities be?

- What is everyone's experience & why is it relevant to their role?

The Ask

- Do you need any other help? (introductions / funding/partnerships etc)?
- If you win the prize money what are you going to do with it

Get in Touch (Contact us)

- Contact details (Email and Phone number)