**Company purpose**   
Define the company/business in a single declarative sentence.

**Problem**Describe the pain of the customer (or the customer’s customer).  
Outline how the customer addresses the issue today.

**Solution**Demonstrate your company’s value proposition to make the customer’s life better.   
Show where your product physically sits.   
Provide use cases.

**Why now**   
Set-up the historical evolution of your category.  
Define recent trends that make your solution possible.

**Market size**Identify/profile the customer you cater to.  
Calculate the TAM (top down), SAM (bottoms up) and SOM.

**Competition**   
List competitors   
List competitive advantages

**Product**   
Product line-up (form factor, functionality, features, architecture, intellectual property).  
Development roadmap.

**Business model**Revenue model  
Pricing  
Average account size and/or lifetime value  
Sales & distribution model  
Customer/pipeline list

**Team**Founders & Management  
Board of Directors/Board of Advisors

**Financials**   
P&L   
Balance sheet  
Cash flow  
Cap table  
The deal

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