

Your Startup Name

Business Summary

- Describe your company's purpose or mission
- Describe your company's overall strategy and objectives

Contact Person & Cell Phone:

Customer Problem

- Describe the problem your product or service solves
- Describe why customers will pay for your product or service

Website:

Product/Services

- Describe important features and benefits of your product/service
- Describe the company's intellectual property position (*i.e.*, trademarks, patents, copyrights, trade secrets, special production skills, proprietary know-how, etc.)
- Discuss environmental or regulatory issues the company may face; how they will be addressed

University:

Target Market

- Describe the addressable market(s) in which you intend to compete (total market size, projected growth, key trends, etc.)

Academic Advisors:

Customers

- Describe the profile of your customer base

Sales/Marketing Strategy

- Describe your market strategy
- Describe how you intend to capture market share
- Describe what % of the market you intend to capture
- Describe your channels of distribution

External Advisors (if any):

Business Model

- Describe how you intend to generate revenue
- What is your current and projected burn rate?

Capital Received and Source(s):

Competitors (*do not state that you have no competition*):

- Describe the competition, *i.e.*, Who are your most significant competitors? What % of the market do they control?
- Compare your product to those of your competition in terms of price, quality, market position, etc. Why is your company stronger?

Capital Seeking *:

Use(s) of funding:

Competitive Advantage

- Describe your company's unique capabilities. What makes your company different?
- Describe your company's special, sustainable, competitive advantage(s)

*** Please do not include a suggested company valuation**

Primary sector:

Management Team

- Background, experience, education, past performance, start-up history, prizes, etc.
- Why is your team the right team for this venture? Do you need to make any key hires?

Secondary sector or Sub-sector:

Goals

- What is your company seeking at the RBPC? (seed or later-stage funding, strategic partners, customers, advisors, industry contacts, etc.)

Financials (\$ US)	2018	2019	2020 (projected)	2021 (projected)	2022 (projected)
Revenues					
Expenditures					
Net					