

Startup Name (with logo)

tagline

website

Problem

List the problem(s) you are trying to solve in clear and concise terms.

Try to capture answers to these:

- What exactly is the problem?
- Who experiences this problem?
- Why is it an important problem (How big or painful is the problem) ?
- What numbers help to portray the problem (if any)?

Example: 800 million Asians don't have access to, and cannot afford to purchase smartphones and laptops. This leads to loss of productivity on the continent.

Solution

Introduce your startup and for each problem listed earlier, explain how your startup solves them and how your solution works.

Example: XYZ Asia is enabling more people on the continent purchase connectivity and productivity tools through installmental payments. With only a 15% down payment, customers can own a device and spread the balance over up to 12 months.

It's really simple - They can request through our mobile or web app, complete a verification process and get their devices delivered by our distributed partners, all within 48 hours.

Market Size

How big is the market opportunity for your product?

- How many people have this problem and how much do they spend / can they spend solving this problem? i.e. What is your TAM?
- What portion of the TAM does your solution target or can your solution reach? i.e. What is your SAM?
- What is your realistic Share of Market (Serviceable obtainable market) i.e. What portion of SAM can be realistically captured by your product or service? What assumptions / data back up the stated portion?

Example:

- \$ 160bn - TAM { 800m people * \$200 (average device cost) }
- \$ 64bn - SAM (avg. 40% of TAM - statistical % of creditworthy Asians) who can qualify for access to financing.
- \$6.4bn SOM (if we target only 10% of SAM)
- Population growth rate means that our TAM increases by 8% per annum.

Business Model

How do you make money?

Example: We charge 10% interest on every device sold. We retain 5% of this after accounting for cost of capital.

Traction

- How much money have you made? Over what period of time
- At what rate does your revenue growth every month/week/year?
- How many active users / customers do you have?

*****Present your numbers as clearly as possible.**

Team

- Include the founding team with their pictures, full names (LinkedIn profiles linked), their relevant experience in the industry the startup is in.
- Briefly highlight why are you well positioned to deliver this product or service, what experiences or insights give you an unfair advantage & how you are a complementary team

Example: Our team has a combined 30 years of experience in device sales, finance and technology. Jackie is an experienced software engineer from Amazon, John has 8+ years experience working in finance at Microfinance and commercial banks while my experience in Sales (including at Samsung & Huawei) spans a decade.

Founder's full name

Email address

Mobile number