

YOUR BUSINESS IDEA

Thank you for your interest in telling us about your business idea.

We value quality over quantity when learning about your business. The explanation of your business should be no more than 3 typed pages or 15-20 slides which cover:

- Elevator pitch/description
 - Can you explain your business in one sentence?
- Team
 - Who are you?
 - What is your track record and professional background?
- Description of product/service
 - What is it?
 - What does it do?
 - Why is it unique?
 - Why is it needed?
 - How does it satisfy that need?
 - What currently satisfies that need?
 - Why is now the right time for it?
- Business model
 - How do you make money?
 - How much does your product/service cost?
 - How much can you make from each customer?
- Customers
 - What is the profile of your target customer?
 - How do you reach them?
 - Give us an example of your reference clients.
- Market size
 - How big are the total available market and target market?
 - What is your share of the target market?
- Competition
 - Who are your competitors?
 - Why are you better than they are?
 - How can you maintain that advantage?
- Financials (P&L, Balance sheet, cash flow)
 - How have you done in the past 3 years?
 - How are you doing this year?
 - What are your projections for the next 3 years?
- Investment
 - How much do you need?
 - What will it be used for?
 - Who are your shareholders?
 - What percentage does each of them have?
 - What percentage do you offer to us?