

| Company Name |
| --- |
| **Founder:** |  |
| **Website:** |  |
| **Stage of the Company / current traction:** |  |
| **Location:** |  |
| **Legal form:** |  |
| **Prospect Lead:** | Wybierz element. |
| **Prepared by:** | Wybierz element. |
| **Last update:** | Kliknij lub naciśnij, aby wprowadzić datę. |
| **Prospect source:**  | Conferences, meetups or contests |

| **SUMMARY** |
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| **PROJECT CHARACTERISTIC** |
| What the Company does? | Briefly  |
| **PROJECT STAGE** |
| How long the Company is operating? |  |
| **Does the Project make any revenue?** | *Pre-revenue / post-revenue – since when, how much, what model (e.g. Saas?)* |
| **Who are the clients?** |  |
| **TEAM AND SHAREHOLDERS** |
| **Who are the Founder(s)** | *Executive summary (description in detail below)*  |
| **How does the cap table look like?** |  |
| **DEAL**  |
| **What is the potential deal size and valuation?** |  |
| **What milestones the Company wants to achieve with this round?** |  |

| **Full Overview** |
| --- |
| Vision: | The grand vision [e.g. to be the leader in affordable interplanetary cargo transport] |
| Problem: | General problem [$Xbn direct+indirect cost of all interplanetary cargo transport] + the specific problem you are solving [Specifically, moon to mars cargo transport for housing of first-inhabitants has $Xbn direct costs for the U.S. government] |
| Solution: | Exactly how you solve it, don’t mention features or details [e.g. don’t transport cargo, place 3D printers on each planet and transport material] |
| Team: | ***Summary:***Brief intro of founders [e.g. 2 of the founders are straight out of college (tier 1 university, no work experience). One founder worked at Big Company for 4 years]***Motivation:***[The founder’s (Jane’s) father is a cargo rocket operator]***Founders/current management:**** Jane Doe (CEO): [Worked at Big\_Company as Product Manager for 4 years. Studied Rocket Science at School\_Name]
* John Doe (CTO): [Studied Industrial Design at School-Name. Did a design internship during studies at Big\_Company where he met Jane]
* Jane Roe (CFO): [Studied finance at School\_Name. Risk analyst intern at Awesome Capital]

**Rest of the team (key people):**[N Full Time, Z Part Time. Mostly tier X universities, total X years of relevant experience. avg. R years of experience per person. K of the employees know each other from previous companies]***Composition:***[The founders skills complement each other (design, product manager, finance)][No one with material science experience][No one worked at companies that could be potential customers. No one worked at companies selling to potential customers. The team needs at least one senior sales hire who has experience selling to customer companies]**Planned recruitments:**---- |
| Market: | ***Summary:***TAM and market drivers/challenges [$Xbn annual TAM. Market driven by increasing global warming threat on earth. Long-term, Human-on-a-chips (HoaC) decreasing the demand]**Description of the Target Market:** (no numbers here, just descriptions)* Total Available Market (TAM): Not considering any competition, direct or indirect, who is the market
* Served Addressable Market (SAM): Narrow down to who the company actually can serve
* Serviceable Obtainable Market (SOM): Narrow down to the part of SAM that you estimate you can sell to
* Market Drivers: What is increasing the demand, what is growing the market?

[Number of humans on Mars is growing at 23% per year, and on all other inhabited planets is growing at 15% per year]**Challenges:** What is a potential market shrinker?[Human-on-a-Chip, where the brain is transferred on a chipset and the person lives without the need of a physical body is passing clinical tests for FDA approval. This may shrink the market in 15 years]**Market Size:**Own calculations if available. If not other sources & research take-aways**Comparable Markets:** Calculate the market based on other existing markets. [Currently, the total worth of goods transported using rockets from Earth to Moon is $XBn, therefore…]Based on bottom-up and top-bottom and comps, TAM is [$Xbn-$Ybn]**Competition Landscape:**Market is called [][Fragmented market with top 3 companies having X% of the market][Market leader is AwesomePrintCo with 22% market share]**Direct Competition:*** Company A: [Awesome team, no traction, $Xm funding from GreatVC]
* Company B: [Recently started, no funding, no traction]

**Indirect Competition:*** Method 1: [costs $ but not effective]
* Method 2: [costs $$ but not effective long term]
* Method 3: Company C does this and Company D does that

**Strengths Against Competitors:*** Short Term:
* Long Term:

**Weaknesses Against Competitors:*** Short Term:
* Long Term:

**Barriers to Entry/Moats/Defensibility:**---**Market regulations (if any):**Are there any significant factors (today or in the next 2-3 years] that could work in favour or against project scaling up. **Geography:**Where is the market today (is it Poland or rather international). Where do you want to play in the next 12/24 months. |
| Product: | ***Core Features:*** *Talk about features here, not anywhere else [Prints metals, wood, and plastics]****Product roadmap*** *- what is ready, what needs to be done within the next 12-24 months* |
| Business model & KPIs: | **KEY METRICS:**Revenue Sources (as of today): A clean table of each product, the price per user, the cost of revenues per user, and the margin %Costs (as of today): Monthly burn and cost structure **Pricing Model:** Calculate how much the customer is willing to pay based on the savings and ROI and what they are currently using.**Sales Strategy:** How are you going to cross the chasm in the long term? What is your current strategy?**Traction/Customers/Metrics:**Current Customers:* Sales Pipeline
* Cohort Analysis
* ARR (Annual Recurring Revenue)
* ARPU (Average Revenue Per User):
* TCV (Total Contract Value) or LTV (Life Time Value)
* ACV (Annual Contract Value)
* CAC (Customer Acquisition Costs)
* MoM (Month-over-Month) Growth
* Others metrics worth mentioning (financial or operational)

**Financials projections:**Revenue, Costs of goods sold, Overheads/Operations, EBITDA (next 2 years) |