

1. INTRODUCTION

Who are you and why you're here?
Keep it short and sweet.

2. TEAM

Show the people behind the idea
and briefly describe their role.

3. PROBLEM

What problem are you trying to solve?
Is it really a problem?

4. ADVANTAGES

What makes your solution special?
How are you different from
others?

5. SOLUTION

Describe how are you planning
to solve the problem.

6. PRODUCT

How does your product or service
actually work? Show some examples.

7. TRACTION

Traction means having a measurable
set of customers that serves to prove
a potential.

8. MARKET

Know, or at least attempt to predict,
the size of your target market.

9. COMPETITION

What are the alternative solutions to
the problem you are trying to solve?

10. BUSINESS MODEL

How are you planning to make
money? Show a schedule when
you expect revenues to pour in.

11. INVESTING

What is your planned budget? What
kind of money are you looking for?

12. CONTACT

Leave your contact details and let people
know how to reach you quickly.

