



<p>Insert your logo here</p>	<p>Insert your positioning statement here</p>
<p><b>THE PROBLEM</b></p> <p>What's the gap or opportunity in the market that no one else has been able to solve or address?</p> <p>How significant is the problem, gap or opportunity?</p>	<p><b>THE OPPORTUNITY</b></p> <p>Who is the customer and target profile?</p> <p>How big is the market in Aust and globally?</p> <p>What's the addressable market size?</p> <p>What's the size of the potential solution?</p> <p>Market structure?</p>
<p><b>THE SOLUTION</b></p> <p>What's the solution?</p> <p>What's the IP status and strategy?</p> <p>How have you validated the solution?</p> <p>What's the pain point, pricing and revenue model?</p>	<p><b>COMPETITION</b></p> <p>What's the competitive value proposition?</p> <p>How busy is the market?</p> <p>What're the alternatives (ie "do nothing")?</p> <p>What's the barrier to entry?</p> <p>What's the route to the customer (n-tier)?</p>
<p><b>EXECUTION AND FINANCIALS</b></p> <p>Business strategy/model – explain how you will make money?</p> <p>Money raised to date?</p> <p>12-month cashflow? Cash burn rate?</p> <p>What's the exit strategy, potentials and market parallels?</p>	<p><b>THE TEAM</b></p> <p>Team's domain experience?</p> <p>Advisors and Board members?</p> <p>Skills gap and plans on HR?</p> <p>Execution skills and gaps?</p>
<p><b>TRACTION AND MILESTONES</b></p> <p>Describe your traction to date. What have you achieved that validates the problem, customer, solution?</p> <p>What steps will get you to your next value-inflection milestone? Insert a timeline figure below detailing your milestones over the next 12 months?</p> <p>Insert timeline figure here</p>	