

# Overview

## Describe your business model

- **Value Proposition** – Explain which customer problem do you solve with which solution (product / service) and why this solution is unique
- **Activities** – Define your roadmap to market and beyond
- **Customer segments & markets** – Show size, trends and market segments as well as competitive situation
- **Customer Relationships** – Specify your customers and which customer relationships do exist already
- **Channels** – Describe how you want to reach the customer
- **Partners** – Describe which resources and benefits do you need from which partners and suppliers
- **Resources** – Describe required software, machinery, human resources and know-how
- **Cost Structure** – Quantify major cost of your business model
- **Revenue Streams** – Quantify and explain how you make revenue and show existing revenue streams

## Introduce your dedicated team

Introduce your team with CVs

- Founder(s)
- Co-Founder(s)
- Specialists
- ...

Total FTE:

Key positions held by full-time employees: Yes/ No

## Tell us your history / background

- Total capital raised since when:
- Startup is funded by:
- Graduated from a qualified accelerator program:
- Equity held by founder / employees / ... (%):

## Upload & Links

- Company presentation
- Product video / link to video / demo / documents
- Website, twitter, facebook, kickstarter, crunchbase, angellist etc.
- Press articles