

[BUSINESS/TEAM NAME]

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Problem/Pain/Challenge: *[Explain here what pain, problem or challenge that your idea addresses or plan to solve.]*

Solution/Innovation: *[Explain the solution that you have for the Problem/Pain/Challenge above and how is innovative]*

Customers: *[Explain who is affected by this problem and solution. Think hard. This is not the world at large but instead the first group you hope to solve the problem/pain/challenge for.]*

Competition: *[Explain who is solving the problem right now and if you have enough space in this section then how you are different. There is always competition. The competition for the car was walking, horses, bicycles, etc.]*

Business Model: *[Explain how your Business/Team will take this solution/innovation to the next level. Be as specific as possible.]*

[Free Space:] *[If you still have space enter more info that is relevant to your success is a measurable outcome of your success.]*

[insert
logo
here]

Team Members & Roles:

[William Gates]
CEO
bill@microsoft.com
817-555-1212
- Was CEO of Microsoft]

[Thomas Edison]
Inventor
ThEd@EdisonRocks.com]

[Warren Buffet]
Chief Financial Officer
moneybags@berk.com]

Challenges/Next Steps:

[A checklist of what to do next]

Contact Info: