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| **Company** |  |
| **Project** |  |
| **Preparer** |  |
| **Contact** |  |

**EXECUTIVE SUMMARY**

**[Short description of the project vision and mission statement]**

**Introduction**

Engage audience and briefly explain the investment opportunity and your response.

**Company’s Role and Strength**

Show why you’re the right team to take on the project.

**Need/Problem**

What is the issue, need or problem being addressed, who is the target audience and why?

**Unique Solution**

What is the value proposition and customer benefit, and how is your solution different from others?

**Proof**

Evidence, research and other facts to support how your company can solve the issue.

**Resources**

Outline resources needed for the project: materials, hardware, software, equipment, teams, sites, etc.

**Return on Investment**

Justify the project, explain its profitability and why your company is uniquely qualified to lead it.

**Competition**

Who is competing for the same opportunity, and how do you differentiate yourself?

**Marketing Strategy**

Describe sales, marketing and partnership plans.

**Budget**

Summarize financial commitment, stakeholders, sponsors and funding limits.

**Timeline**

Summarize schedule, including milestones, to complete project.

**Team**

Summarize team, skills and experience needed to complete project.

**Conclusion**

Strongly wrap up the importance of the project.