**EXECUTIVE SUMMARY**

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| **Company Name**:  |
| **Date of Incorporation:**  |
| **Paid-Up Capital:** |
| **Contact Person:** Name:Email:Contact Number: |

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| **Company Profile:*** Founders/ Management Profile (Brief Description)
* Business Traction (eg. Pre-revenue/ revenue generating/ product development/ up scaling stage)
* Existing product range
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| **Proposed Product/ Solution and its Unique Value Proposition:*** Problem Statement and Target Customers
* Describe product offering and its uniqueness/ innovation.
* How does it solve your target customers’ pain points?
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| **Technology/ Innovation to be developed: (If applicable)*** Describe the key technology involved
* Briefly describe the technology development work that has been done thus far
* Briefly describe the key technical hurdles that needs to be overcome, and the resources required to do so
* Are there any key partners whom you plan to work with to develop the technology
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| **Business Roadmap (Brief description):*** Go-to-market strategy
* Revenue Model
* Commercialization Plan
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| **Competition and Competitive Advantage:*** Existing competitors (Direct or Indirect)
* What is company’s edge over existing competition
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| **Uses of Funds:*** Estimated amount and its proposed usage (Roughly break down in % for each expenditure area)
* To advise if there are any existing or new investors
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