**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 |
| **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? |
| **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. |
| **Business Roadmap (Brief description):**   * Go-to-market strategy. * Revenue Model. * Commercialization Plan |
| **Competition and Competitive Advantage:**   * Existing competitors (Direct or Indirect) * What is company’s edge over existing competition. |
| **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 |