

# [Company name]

[One line: what you do, for whom]

[Round] · [amount]

[Founder name, role] · [email] · [month year]

## THE PROBLEM

**[The painful problem, in one sentence a stranger understands]**

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[Who has it, how often, and what it costs them today]

# [Who loses, and how]

[#]

**[Stakeholder 1]**

[The cost to them, with the  
source of the number]

[#]

**[Stakeholder 2]**

[The cost to them]

[#]

**[Stakeholder 3]**

[The cost to them]

## [How it works, in 3-4 steps]

1

[Step 1]

[What happens]

2

[Step 2]

[What happens]

3

[Step 3]

[What happens]

4

[Step 4]

[What happens]

## TRACTION

[Your strongest proof so far]

[#]

[Metric]

[Period and source]

[#]

[Metric]

[Period and source]

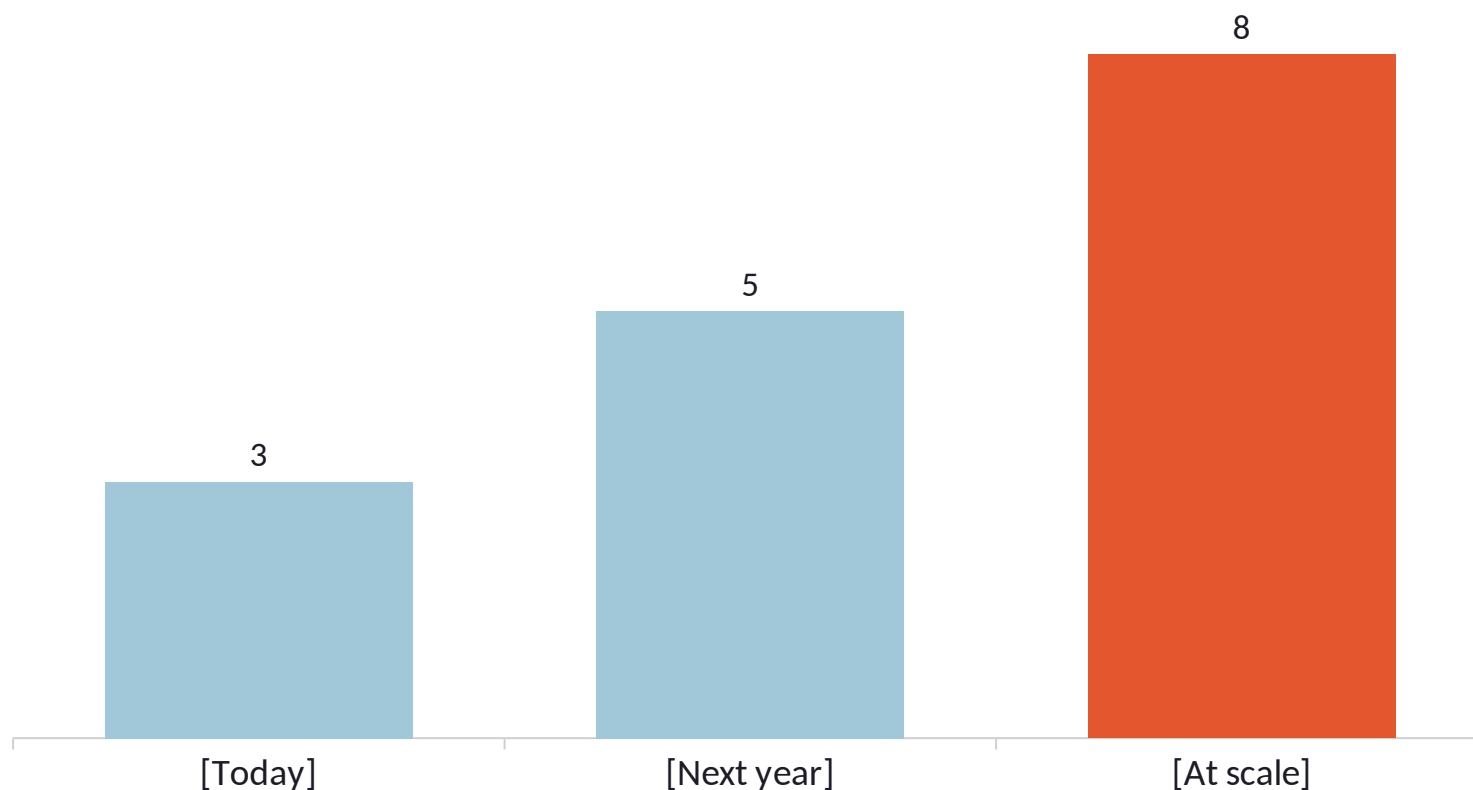
[#]

[Metric]

[Period and source]

[The one thing these numbers prove]

# [How you make money per customer or per order]



[Example data: replace with your own numbers]

## UNIT ECONOMICS

[Price, cost and margin per unit]

## [Market size, bottom-up]

[#]

[Customers]

[Source]

[#]

[× price]

[Source]

[#]

[= revenue pool]

[Your maths]

[Where you start, and why there]

# [Why you win against the alternatives]

|                  | [Status quo] | [Competitor] | [You] |
|------------------|--------------|--------------|-------|
| [What matters 1] | [ ]          | [ ]          | [ ]   |
| [What matters 2] | [ ]          | [ ]          | [ ]   |
| [What matters 3] | [ ]          | [ ]          | [ ]   |

# [Why this team wins]

**[Name • role]**

[The one relevant thing they've done]

**[Name • role]**

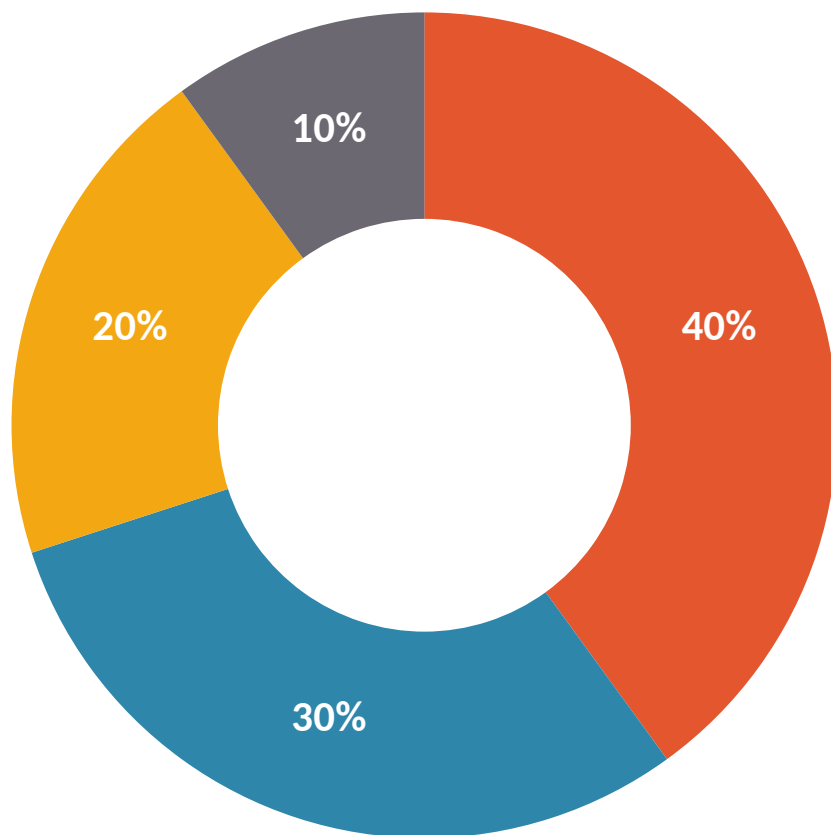
[The one relevant thing they've done]

**[Name • role]**

[The one relevant thing they've done]

## THE ASK

# [Amount] for [months] of runway



### USE OF FUNDS

[Use 1]

[%] · [\$]

[Use 2]

[%] · [\$]

[Use 3]

[%] · [\$]

[Use 4]

[%] · [\$]

## MILESTONES

# [What this round gets you]



# [One-sentence close]

- [The ask]
- [One proof point]
- [The next step you want]

[email] · [website]