

Early-Stage Startup Funding Proposal

1. Executive Summary

[Startup Name] is an early-stage startup developing [brief description of product/service]. Our mission is to [state mission]. We seek \$[Amount] in seed funding to accelerate product development, acquire initial customers, and expand our core team.

2. Problem & Opportunity

Many [target customers/industry] struggle with [specific problem]. There is an estimated market size of \$[market size] with significant unmet needs and fragmentation.

3. Solution

[Startup Name] addresses this challenge with [brief, compelling description of the solution]. Key features include:

- [Feature 1]
- [Feature 2]
- [Feature 3]

4. Market Assessment

- **Total Addressable Market (TAM):** \$[TAM]
- **Target Segments:** [Description]
- **Competitor Overview:** [Main competitors & brief differentiation]

5. Business Model

We generate revenue through [channel, e.g., subscriptions, direct sales, SaaS]. Pricing structure is as follows:

- [Plan/Service 1]: \$[Price]
- [Plan/Service 2]: \$[Price]

6. Go-to-Market Strategy

- Targeting initial users through [channels]
- Partnerships with [companies/accelerators]
- User feedback and iterations to refine MVP

7. Traction

- [#] beta users signed
- [#] pilot programs started
- [Key partnerships or milestones]

8. Team

- [Founder Name], CEO â€“ [Background, 1 line]
- [Co-founder Name], CTO â€“ [Background, 1 line]
- [Other Key Team]

9. Financials & Use of Funds

Funding of \$[Amount] will be allocated as follows:

Category	Amount	Purpose
Product Development	\$[Amount]	MVP completion, tech hires
Marketing	\$[Amount]	Customer acquisition
Operations	\$[Amount]	Legal, admin, runway

10. Funding Request & Terms

We are seeking \$[Amount] in exchange for [X]% equity. The round is open to angel/seed investors, with a closing date of [Date].

11. Contact Information

- Name: [Founder Name]
- Email: [email@startup.com]
- Phone: [+1 XXX XXX XXXX]
- Website: [www.startup.com]