

# Sample Investment Proposal Outline for New Ventures

## 1. Executive Summary

[Brief overview of the business, opportunity, and proposed investment.]

## 2. Company Overview

- Company name, structure, and location
- Founding team and backgrounds
- Vision and mission statement
- Business model overview

## 3. Market Opportunity

- Market problem or need
- Target customer segments
- Market size and growth potential
- Competitor analysis

## 4. Product or Service

- Product/service description
- Unique value proposition
- Current development stage/status
- Intellectual property, if any

## 5. Go-to-Market Strategy

- Sales and distribution plan
- Marketing strategies
- Customer acquisition approach

## 6. Business Model & Monetization

- Revenue streams
- Pricing model
- Cost structure

## 7. Traction and Milestones

- Key achievements to date
- Current metrics (users, sales, etc.)
- Traction evidence (partnerships, pilots, etc.)
- Upcoming milestones

## 8. Financial Projections

- 3-5 year financial projections
- Revenue forecasts
- Expected costs and profitability
- Funding requirements

## **9. Team**

- Core team members and roles
- Advisors, if any
- Talent gaps and hiring plans

## **10. The Investment Opportunity**

- Amount of funding sought
- Use of funds
- Proposed deal structure (equity, convertible note, etc.)
- Exit options and potential returns

## **11. Appendix**

- Detailed financial statements
- Market research data
- Product screenshots or demos
- Supporting documents