

Seed Funding Proposal Outline

1. Executive Summary

Brief summary highlighting your company, product, vision, market, and funding ask.

2. Problem Statement

Describe the problem your startup is solving. Include relevant data or pain points.

3. Solution

Describe your product or service and how it addresses the problem.

4. Market Opportunity

- *Target market*
- *Market size*
- *Growth potential*

5. Business Model

Explain how you generate revenue. Outline pricing, sales channels, etc.

6. Traction

- *Key milestones achieved*
- *Current metrics/traction (e.g., users, revenue, partnerships)*

7. Go-to-Market Strategy

Overview of your marketing and sales plan to grow your user/customer base.

8. Competitive Landscape

1. *Primary competitors*
2. *Your advantages*

9. Team

Founders and key team members (roles, backgrounds, relevant expertise).

10. Financials & Funding Ask

- *Current financials (brief)*
- *Funding needed*
- *Use of funds*
- *Planned financial milestones*

11. Appendix (Optional)

- *Additional charts, metrics, or information to support proposal*