

Angel Investment Proposal

Startup Name: [Your Startup Name]

Date: [Proposal Date]

Prepared by: [Founder Name(s)]

Contact: [Email / Phone]

1. Executive Summary

[Concise overview of your business, highlighting what your startup does, the market opportunity, and the investment ask.]

2. Problem & Solution

Problem Statement

[Describe the pain point or market gap your business addresses.]

Solution Overview

[Describe your product/service and how it solves the problem.]

3. Market Analysis

- **Target Market:** [Describe target customer segment]
- **Market Size:** [TAM/SAM/SOM if available]
- **Trends & Growth:** [Relevant market trends/statistics]

4. Business Model

[Explain how you plan to generate revenue. Include pricing, sales channels, etc.]

5. Traction

- [Customers/users acquired]
- [Revenue achieved]
- [Key partnerships or milestones]

6. Team

- **Name, Title:** [Brief background]
- **Name, Title:** [Brief background]

7. Financials

- **Past and Projected Revenue:** [Basic figures or summary table]
- **Costs/Expenses:** [Summary]
- **Funding Sought:** [Total investment amount requested]

- **Use of Funds:** [How funds will be allocated]
- **Proposed Terms:** [Equity/convertible note, etc.]

8. Exit Strategy

[Describe anticipated exit options—acquisition, IPO, etc.]

9. Contact Information

[Repeat or elaborate on your contact details for follow-up.]

Sincerely,

[Your Name]

[Your Position]

[Startup Name]