

Startup Equity Funding Proposal

1. Executive Summary

[Brief overview of your startup, the opportunity, and the funding ask]

2. Company Overview

- **Company Name:** [Your Company Name]
- **Founders:** [Name(s) of Founder(s)]
- **Incorporation Date:** [Date]
- **Industry:** [Industry/Vertical]
- **Location:** [City, Country]
- **Business Model:** [B2B/B2C/Other]

3. Problem & Solution

Problem: [Describe the problem your startup solves]

Solution: [Briefly explain your solution/product/service]

4. Market Opportunity

1. **Target Market:** [Define your target audience]
2. **Market Size:** [TAM, SAM, SOM estimates]
3. **Growth Potential:** [Market growth rate & trends]

5. Competitive Landscape

[List main competitors and your key differentiators]

6. Traction & Milestones

- [Highlight users, revenue, partnerships, MVP, etc.]
- [List important milestones achieved to date]

7. Team

- **Key Members:** [Names, roles, brief bios]

8. Financials (Summary)

Year	Revenue	Expenses	Net Income
[Year 1]	[Amount]	[Amount]	[Amount]
[Year 2]	[Amount]	[Amount]	[Amount]
[Year 3]	[Amount]	[Amount]	[Amount]

9. Funding Need & Use of Funds

- **Total Amount Sought:** [Amount, e.g. \$500,000]
- **Equity Offered:** [% Equity]
- **Post-Money Valuation:** [Value]
- **Use of Proceeds:**
 - [e.g., Product Development]
 - [e.g., Marketing & Sales]
 - [e.g., Team Expansion]

10. Contact Information

- **Name:** [Contact Person]
- **Email:** [Email Address]
- **Phone:** [Phone Number]