

Startup Investment Proposal Outline

1. Executive Summary

Provide a brief overview of the startup, mission, and purpose of funding.

2. Company Overview

- Company Name & Logo
- Founding Date & Location
- Founders & Key Team Members
- Legal Structure
- Vision & Mission Statement

3. Problem & Solution

1. **Problem Statement:** *Describe the market problem or pain point.*
2. **Proposed Solution:** *Explain how your product/service solves it.*

4. Market Analysis

- Target Market & Customer Segments
- Market Size & Growth Potential
- Competitive Landscape
- Unique Value Proposition

5. Business Model

- Revenue Streams
- Pricing Strategy
- Sales & Marketing Plan
- Distribution Channels

6. Traction & Achievements

- Key Milestones
- Users/Customers Acquired
- Partnerships
- Pilot Results or Proof of Concept

7. Financial Overview

- Current Financial Status
- Key Financial Projections (3-5 Years)
- Use of Funds

8. Investment Request

- Amount Requested
- Proposed Ownership/Equity Offered
- Use of Proceeds

9. Team

- Key Team Members & Roles
- Advisors (if any)
- Organizational Structure

10. Appendices

- Additional Documents
- Product Demos/Links
- Legal Documents

Contact Information

Include startup's address, email, phone, and website.