

Venture Capital Investment Proposal Structure

1. Executive Summary

- Company overview
- Vision & mission
- Summary of funding request

2. The Problem

- Describe the problem addressed
- Market pain points
- Current gaps in the market

3. The Solution

- Description of product/service
- Unique value proposition
- Competitive advantage

4. Market Opportunity

- Target market and segments
- Market size and growth potential
- Industry trends

5. Business Model

- Revenue model
- Pricing strategy
- Customer acquisition and retention

6. Traction

- Key metrics (users, revenue, etc.)
- Milestones achieved
- Partnerships and clients

7. Competition

- Main competitors
- Competitive analysis
- Differentiators

8. Go-To-Market Strategy

- Sales and marketing plan
- Distribution channels
- Customer acquisition tactics

9. Financial Projections

- 3-5 year financial forecasts
- Key assumptions
- Break-even analysis

10. Team

- Founders and key team members
- Advisors
- Relevant experience and roles

11. Funding Requirements

- Amount of funding requested
- Use of proceeds
- Current cap table and proposed terms

12. Appendix

- Supporting documents (charts, graphs, detailed data)
- Additional product information
- References