

**Company logo**  
slogan



## **Name of the service**

Elevator pitch [example]\*



# Target market and key challenges

## Key conclusion on the target market situation

Market structure and dynamics

## Key conclusion on market challenges

Market problems and challenges

# What the project brings to the market?

## Project

Brief statement describing the essence of the project

## Mission & Vision

...

## Problem solving

< Problem 1 >

Solution ...

...

...

< Problem N >

Solution ...



# Business concept: project overview / description of know-how

**Hint:** Business concept of the project in the form of charts, diagrams, infographics, and also a chain of key business processes

Infographics

Costs structure

Revenue streams



# Competitive advantages and key success factors

What do competitors usually offer in the market?

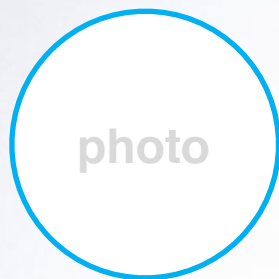
What does the project offer?

Key success factors



Hint: Project team description

# Key leaders of the project



**Name**

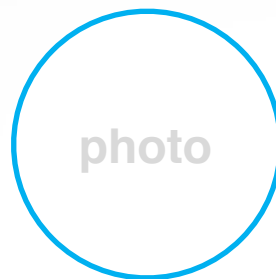
Role

**Education:**

...

**Experience:**

- ...
- ...
- ...



**Name**

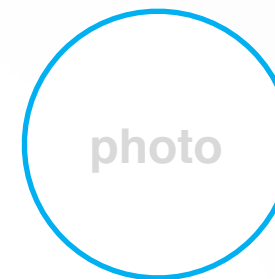
Role

**Education:**

...

**Experience:**

- ...
- ...
- ...



**Name**

Role

**Education:**

...

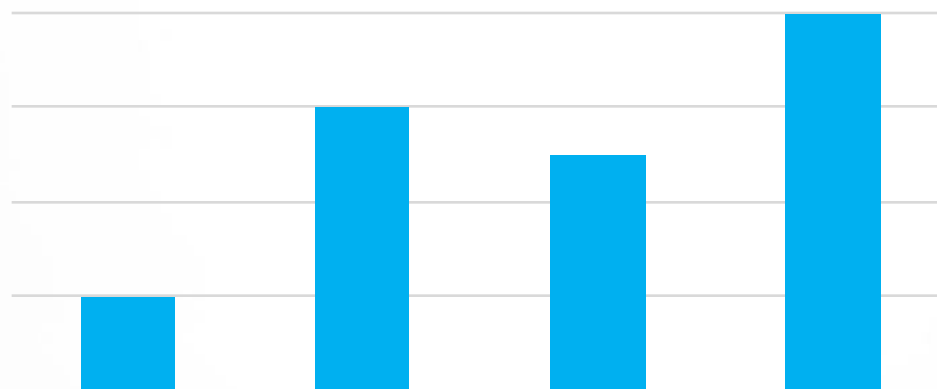
**Experience:**

- ...
- ...
- ...

**Hint:** Current results of the project, including financial statistics and other measurable performance

# Project status

What is done:



# Investment proposal

- ...
- ...

Hint: Details of investment proposal

## Participation conditions

Estimated EV

Investment required

Investor equity share

## Indicators

Annual revenue in 3 years

Estimated EV in 3 years

| Project |     |
|---------|-----|
|         | ??? |
|         | ??? |
|         | ??? |
|         | ??? |
|         | ??? |
|         | ??? |





**Спасибо за внимание!**

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