Company Contact:
Name
Title
Phone #
Email Address

COMPANY STAGE

Examples: 1) Revenue Stage. The company was incorporated in June 2019 and has developed and is shipping product. 2) Pre-revenue Stage. The company was incorporated in June 2019 and has developed product and completed customer discovery to validate demand and market interest.

BUSINESS SUMMARY

Example: [Company Name] provides software solutions, wireless handheld computers, and services that streamline order management processes between manufacturers, distributors, or retailers and their customers. The company's [Product Name] and its application software and services support Customer Relationship Management (CRM) Systems or Supply Chain Management (SCM) systems.

TARGET CUSTOMER

Example: The company targets 1.3 million food service outlets in the United States through food service distributors and the franchisors, but not typically the individual restaurant. Although the individual store will use it, the franchisor or the distributor will likely pay for the service on behalf of the location.

CUSTOMER MOTIVATION (PAIN PROPOSITION)

Example: The Company's principal product, [Product Name] is used by organizations to increase employee productivity, improve the accuracy of orders, reduce the cost of customer service operations, and enhance revenue generation activities.

PRODUCT/TECHNOLOGY DESCRIPTION

Example: The Company provides a comprehensive order management solution including a handheld computer, application software, and database services that can automate and

streamline the following tasks: updating inventory counts, developing an order, transmitting orders electronically to the distributor(s) via the Company's data center, acknowledging the order to the initiator, receiving the order into the recipients' inventory, initiating an electronic payment for the order. [Product Name] the proprietary handheld computer uses embedded technology and operates with LINUX O.S.

PROPRIETARY ADVANTAGE/SUSTAINABLE COMPETITIVE ADVANTAGE

Example: The [Product] is specifically designed for ease of use including an ergonomic design and no physical buttons. The user enters all inputs by a simple finger touch to the display/touch screen. The Company has developed multilingual application software that can be specifically tailored to each user.

The Company has developed database infrastructures to coordinate all information needed to support the services offered including the ability to process over 30,000 orders an hour.

Patents are in place for both hardware and software; the International PCT patent is granted, and USA approval is pending.

The system can be implemented remotely, minimizing time and expense.

REGULATORY ISSUES

Example: The Company's products comply with all FCC requirements.

REVENUE MODEL

Example: The Company continues to own the individual [Product Name] units and licenses them to the customer for a monthly fee. Other user fees are based on how extensively the customer uses the system to process multiple orders. This revenue model allows development of multiple revenue streams for each [Product Name] at a user site.

SALES CHANNELS

Example: The Company will sell products and services through a direct sales force. Initial sales efforts of the web interface and [Company Name] device will be focused on three primary target markets – large food service distributors, small and medium sized franchise restaurant companies, and restaurant service providers.

RECENT SUCCESS STORIES

Example: [Customer Name] uses the system to manage orders from many of its 500 restaurant customers.

STRATEGIC PARTNERS

Example: [Partner Name], manufacturing partner.

KEY COMPETITORS AND DIFFERENTIATORS

Example: Competitors include companies active in the CRM and SCM segments of the application software market. These include major publicly held companies such as Siebel Systems, i2 Technologies, Manugistics, and Manhattan Associates. Additional smaller privately held companies such as Instill Corporation, Novex, RapidOrder, and Order-Stream are also actively developing and marketing competing products in the food service industry.

A large number of companies are competing for the use of handheld devices in the restaurant dining room, but few are competing for the restaurant back office. Those offering back-office order management generally are focused on the Internet to transmit orders which [Company Name] feels has problems in the restaurant industry in that many restaurants do not yet have Internet access in their offices.

METRICS

Example: Full-time equivalent employees and contractors: 6
Patents: 6 [issued, pending, etc.]
Customers: 10
Installed units: 5,000

INVESTMENT CAPITAL – USE OF FUNDS/MILESTONES

Example: Founders, officers and a limited number of private investors have invested approximately [$XXX]. Currently seeking $1.5 million to fund customer expansion and achieve profitability.

LEAD INVESTORS

Example: Investors include [Name], founder of SD6 Food Service International & Bristo Foods.

VALUATION

Initial: $X million.
Current round: $Y million

CURRENT AND FORECAST REVENUES (000'S)

	Last Year	This Year	Year 2	Year 3	Year 4	Year 5
Revenues	$800	$1,400	$5,000	$10,000	$25,000	$50,000
Cost of Goods	200	400	1,500	2,500	6,125	12250
Expenses	1,200	1,300	3,500	7,000	15,000	28,000
Profit (loss)	(600)	(300)	(0)	500	3,825	10,750

MANAGEMENT TEAM

Example: CEO, COO: [Name], has fifteen years experience in the food service industry, ranging from sale representative to owner of a food distributorship with companies such as IGA, Flemming Foods, PF Chang. Sid brings to SAMPLE both knowledge of, and contacts in the food service industry. His last firm Bristo Foods was sold for $50 million to Kellogg's.

V.P. Client Services: [Name] has worked as an independent contractor in the computer field as well as for scientific and business organizations. He was Customer Project Manager for Altiris Software, a Princeton New Jersey based software programming firm, where he managed the development requirements and specifications for sophisticated engineering systems, as well as the installation, training, and client support.

V.P. R&D: [Name] has co-written a PDP-11 interpreter and real-time speech recognition software as well as software configuring testing suites for Point of Sale systems. Before joining [Company Name] Brad was employed at Partner Software to assist in the development of a Field Design package written in Java. He holds five patents.

CFO: [Name], prior to SAMPLE he was CFO for 5 years at Altiris Sofware. While there Altiris raise over $20 million in venture capital and went public on NASDAQ (ALIA). He over saw ALIA's expansion from $5 million to $1120 million in sales.

ADVISORS

Legal: XYZ Legal, LLP
Patent Counsel: The Firm VC's Recommend, LLP
Accounting: Legitimate Accounting, LLP
Marketing: PR & Ad Biz, Inc.