(Cover)

EXECUTIVE SUMMARY

***Instructions: Fill in / modify yellow content. Remove instructions (in red) and yellow highlight color when done. Max 1 page.***

|  |  |
| --- | --- |
| **COMPANY NAME**:  xxx  **Address**: xxx  **Contact person**: xxx  Tel: xxx  E-mail: xxx  www: xxx  **Funding**:  Raised: xxx €/to date  Current investors: n.n. (xxx €), n.n. (xxx €)  Looking to raise: xxx xxx €  **Key milestones aimed with the funding:**   * xxx by mm/yy * xxx by mm/yy * xxx by mm/yy   **Revenue targets**:  2014: xxx €  2015: xxx €  2016: xxx €  2017: xxx €  **Burn Rate**:  Current: xxx € /month  After NIY funding: xxx € /month  **Management team – Relevant experience**:   * Kalle Kaita, CEO – marketing director of Nokia 2010-2012, Startup CEO 2006-2008 * Jaakko Jalle, CTO – Head of Technology, UPM-Kymmene 2005-2010, Senior researcher of ICT, Aalto Univ. 2000-2005 * Taneli Talle, Sales director – Head of sales of KONE 2005-2011, Sales team manager, Outokumpu 2003-2005 * n.n. - xxxxx * n.n. - xxxxx | **Elevator Pitch** (max 500 characters, do not use enter key)  Xxxxx |
| **Problem** (max 500 characters, do not use enter key)  Xxxxx |
| **Markets** (max 500 characters, do not use enter key)  Xxxxx |
| **Solution** (max 500 characters, do not use enter key)  Xxxxx |
| **Business model** (max 500 characters, do not use enter key)  Xxxxx |
| **Competitive advantage** (max 500 characters, do not use enter key)  Xxxxx |

***Instructions: Maximum of 6 text pages allowed for the following 9 topics – everything over this will not be read/ evaluated. You may have attachments after the 6 pages for more details, please link it to the specified content/topic in the body text.  
Questions will help you in building content and work as a checklist for relevant issues, but do not strict yourself to only these. Check that you are able to give content/justifications to questions below, but DO NOT write out direct answers as a bullet point list. Modify headings as needed.***

# Problem/Need statement

* What is the problem you are solving, or the need you are filling?
* How urgent and important is this problem to be solved?
* What evidence do you have that this problem/need exists?

1. Market

* Which markets have this problem / need?
* What is the size of each market? Provide quantifiable data.
* What is the sense of urgency among the customers in this market to solve this problem?
* How do customers currently solve this problem, if at all?
* What is the growth rate of these markets and what is driving this growth?

1. Approach

* Describe your approach (solution / service / product) to solve this problem?
* What is unique, innovative and defensible about this approach?
* What important and quantifiable benefits does the customer realize?

1. Go to Market strategy

* How will you reach your targeted markets (eg. Marketing, Sales, Channels, Distribution)?
* What is the cost to reach and service these markets?
* What investments (Sales, Marketing and Business development etc.) are required?
* Describe your Customer Development and Market Development strategies.

1. Business model

* What is your strategy for monetizing your product / service?
* Describe the value chain of these markets and your position in it?
* How have/will you validate this strategy with your customers?
* How will this business model scale?
* What are your expected operating margins and of your business partners?

1. Competition & Freedom-to-Operate

* Describe your IPR / patent protection rights?
* Who else is, will be, or could be competing in this space?
* What are potential barriers to execution (companies, regulations, patent rights etc.)?
* What is your unfair competitive advantage and how is this sustainable?

# Financing

* Provide a financial snapshot (capital raised, expenses, revenue)?
* Provide financial projections (3-5 years)?
* How has the company been financed to date?
* What financing is needed now?
* What milestones have been accomplished so far, and what will be accomplished next?

1. Team

* Describe the team and how their experience is relevant?
* Describe the extended team (Board, Advisors, Investors, etc.)?
* What gaps exist and how will they be filled?

1. Exit strategy

* Provide short description of possible exits for the investors?