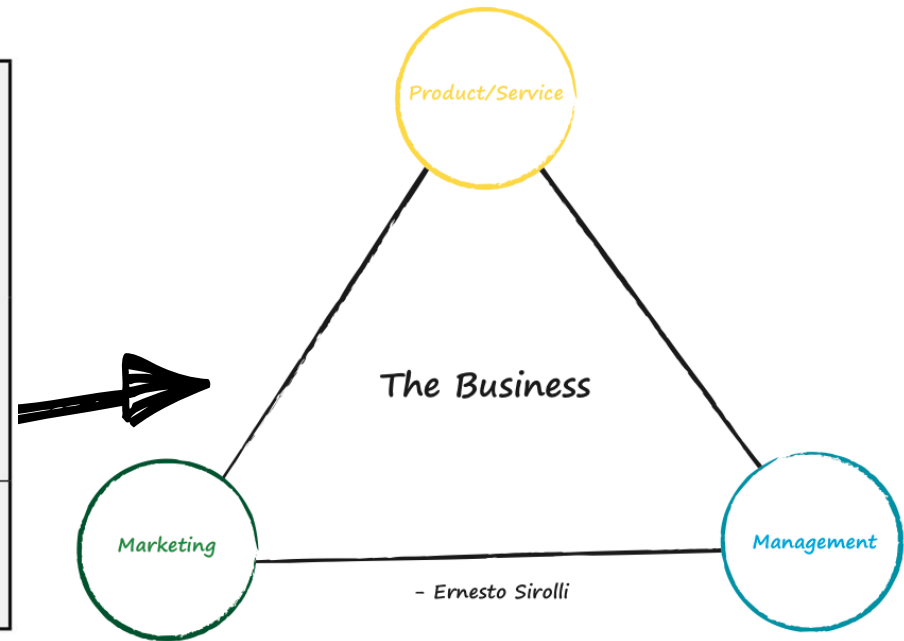
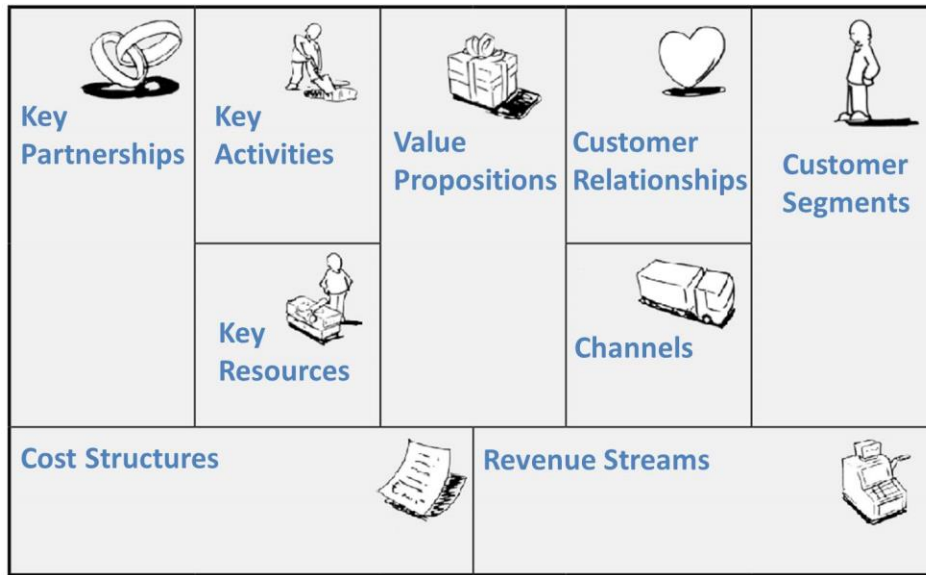




Tuesday, October 21st

Group Coaching: Preparing for Investment/Investor Fact Sheet

Preparing for Investment



Investor Fact Sheet

Investor Fact Sheet

Company Name

Contact name and title
Address
City, State, Zip

Phone number
Email address
Website

Management Team:
Name and titles

Industry:

Key Advisors/Board Members

Number of Employees:
FT, PT and projected

Bank:

Law Firm(s):

Amount of Financing Sought:
i.e. \$2M equity

Current Investors: Total amount of equity investment, name of investor and % of ownership

Use of Funds: i.e. Product development, marketing/sales, distribution, etc...

Business Description: Brief description of your business-legal structure, when formed, why the business was started and etc.

Problem/Solution: Discuss the key pains in the industry and quantify how big they are (time, \$\$, etc.). What is currently being done to solve these pains?

Products/Services: How is your product/service uniquely qualified to solve this pain. Convey to the investor that the company and product truly fill an unmet need in the marketplace. State your competitive advantage.

Technologies/Special Know-how: Discuss the sources of your technology and highlight the aspects of your product that may be protected by IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.

Markets: Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.

Competition: Identify any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

Business Model and Distribution Channels: How will you sell and price your product (subscription, license, recurring revenue, etc.). Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc...).

	Historical			Projected		
	2012	2013	2014	2015	2016	2017
Income:	\$	\$	\$	\$	\$	\$
Net Profit	\$	\$	\$	\$	\$	\$
(\$ in thousands)						

Questions?

www.AmarilloEnterPrizeChallenge.com

Or call

806-374-9777