**Investor Fact Sheet**

**C*ompany Name***

**Contact name and title Phone number**

**Address Email address**

**City, State, Zip Website**

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

**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…*

**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…).*

**Revenues: Historical Projected**

**2012 2013 2014 2015 2016 2017**

**Income: $ $ $ $ $ $**

**Net Profit $ $ $ $ $ $**

**($ in thousands)**